

PRIMA Corp Malaysia partners CelcomDigi to provide digital solutions for PRIMA projects

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From left: PRIMA Corp Malaysia group chief operating officer Zulkarnain Zainuddin and group CEO Datuk Seri Mohd Nazri Md Shariff, PRIMA Communications Sdn Bhd chairman Datuk Yatimah Sarjiman and CEO Mafiz Seth, and CelcomDigi chief enterprise business officer Afzulazha Abdullah, CEO Datuk Idham Nawawi and deputy CEO Alberm Murty at the MOU signing event (Photo by CelcomDigi)

- **Under the MOU, CelcomDigi and PRIMA's wholly owned subsidiary, PRIMA Communications Sdn Bhd, will collaborate to provide fibre-to-the-home and fixed wireless access solutions to PRIMA projects.**

KUALA LUMPUR (Oct 7): PRIMA Corp Malaysia and CelcomDigi Bhd (KL:CDB) signed a memorandum of understanding (MOU) to foster digital inclusivity for PRIMA projects by providing digital solutions, according to a joint media statement by the two parties on Monday.

Under the MOU, CelcomDigi and PRIMA's wholly owned subsidiary, PRIMA Communications Sdn Bhd, will collaborate to provide fibre-to-the-home and fixed wireless access solutions to PRIMA projects. The MOU also includes the implementation of centralised network solutions that are managed from a single data centre, which will enable real-time monitoring of bandwidth usage and provide seamless digital experiences at affordable costs.

"This strategic collaboration with CelcomDigi marks a significant step forward in our mission to provide PRIMA residents with a truly comprehensive and holistic living environment. By leveraging cutting-edge solutions, we aim to enhance not only the comfort and convenience of our communities but also the safety and security of all residents.

"PRIMA is eager to explore innovative ways to integrate smart city technologies into both our existing and future projects, ensuring that our developments remain sustainable and inclusive. Ultimately, our goal is to create vibrant, connected communities that significantly uplift the quality of life and well-being for all PRIMA residents," said PRIMA Corp Malaysia group chief executive officer Datuk Seri Mohd Nazri Md Shariff in the statement.

Echoing similar sentiments, CelcomDigi CEO Datuk Idham Nawawi said, "This partnership allows the advancement of technology to be experienced by all levels of society, ensuring that more Malaysians benefit from smart city innovations. We continue to strengthen our commitment to accelerating the adoption of 5G, AI and advanced technologies, further supporting the nation's transformation towards a 5G-AI-enabled digital society."

Additionally, both parties are exploring opportunities to offer special mobile and broadband bundle deals, which will be tailored to meet the digital needs of PRIMA communities, and enable both parties to explore the development of smart city features, such as security and surveillance systems, efficient energy management and data-driven traffic management.