REDtone 和 MDEC 联办智能农业竞赛助农民增产

（吉隆坡 2020 年 10 月 22 日讯）REDtone 国际公司（简称 REDtone）宣布举行第一届**引领农业数码化竞赛**，向我国的农业领域推广智能科技。

这项比赛由 REDtone 与马来西亚数码经济机构（MDEC）联办，并获得农业局(Department of Agriculture)的支持。比赛开放给小型农民参加。比赛结束后，REDtone 将在获胜的农场安装智能施肥系统。 通过使用智能施肥自动化系统，获胜者能够提高农作物的产量和品质的能力。

REDtone 首席执行员刘必顺说："使用智能科技是农业未来的发展方向。如今，物联网等科技对农业影响深远，除了提高农作物产量和增加农民收入，还能减少浪费、对资源的依赖和营运成本，好处不胜枚举。

"因此，引导我们的小型农民赶搭数码化列车是很重要的，因为这有助于实现三个目标。一，确保小型农耕地永续生产。二，鼓励增长和拓展业务。三，保障国家粮食安全。"

自 2018 年诞生后，REDtone 智能农业便把多个农耕方案融入多位一体的物联网平台，让农民使用感应器、智能入口、监管系统等科技，并因此提高了哈密瓜、蔬菜、辣椒等农作物的产量和农民的收入。

MDEC 数码兼容董事诺达兹拉萨诺哈林（Nordarzy Razak Norhalim）说："农业领域的数码兼容向来都是 MDEC 农业科技（Agtech）项目的焦点，比如 eLadang 计划，以鼓励农业利用涵盖物联网和大数据的农业科技，提高产量和收入。为了打造农业科技的生态系统，我们鼓励农民参加这比赛，借助 REDtone 的智能农业数码科技和专识，优化本身的农业生产过程，提高效率和生产力。"

农业是我国粮食安全的最重要支柱之一。随着无可逆转的趋势发展，传统农业每年流失大约 9%的劳动力，因此，自动化的需要、更有效地运用资源极为重要。

马来西亚超过 90%的粮食都是产自小型农民，他们的农场一般占地 1 至 5 英亩。65%的小型农民将在未来 15 年退休。智能农业将为这些挑战提供解答，正如 REDtone 所提供的数码技能，将是打开农业潜能的关键所在。

数码化永续农耕赛将从 2020 年 10 月 23 日开始，并于 12 月 15 日截止。欲了解比赛详情，请浏览 https://www.redtone.com/eform-smart-fertigation-contest-bc/。

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About REDtone International Berhad
REDtone International Berhad is a subsidiary of Berjaya Corporation Berhad. Listed on Bursa Malaysia, REDtone is a leading integrated telecommunications and digital infrastructure services provider. A well respected home-grown brand founded in 1996, REDtone has evolved from a voice provider to one that offers an extensive range of services under three main categories: (i) telecommunications services – it offers data, voice and managed cyber security services to government, enterprises and SMEs. REDtone is the only service provider in the industry to provide infrastructure integration expertise. Its access to a unique suite of last mile technologies also enables it to offer broadband-on-demand. (ii) managed telecommunications network services – this includes building, maintaining and operating large scale WiFi hotspots, base stations and fiber infrastructure. (iii) industry digital services – it offers cloud services and applications, data centre services, virtual reality, Internet of Things (IoT) for smart cities and smart farming, and healthcare solutions to enterprises, government and the healthcare industry.

For more information, please visit www.redtone.com.

About the Malaysia Digital Economy Corporation (MDEC)
Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses, and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government' Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward #SayaDigital

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