



Transforming real estate technology

To maximise the sustainable design initiatives in the Idea House, the project features the latest smart home technology implemented by Mesiniaga

Above: The Idea House incorporates the most up-to-date smart home technology. The information dashboard in the living room provides an interactive touchscreen where homeowners can control every aspect of their home technology via the building management system (BMS) – from the lighting and security, to the air conditioning, energy management and audiovisual systems.

Environmental awareness is leading an ever increasing number of home buyers towards more sustainable living choices. As well as preserving the world for future generations, this is about enriching lives today.

Sime Darby Property is a developer who has committed to sustainable developments – the Idea House is a testament to this commitment. In addition to the use of eco-friendly design and materials, Sime Darby Property has partnered with firms that can make a contribution towards sustainable development. Mesiniaga is one such company.

Effendi Azmi Hashim, Mesiniaga director for enterprise business says technology is the new frontier of real estate development, supporting this ideal of sustainable living.

“Economy, security, comfort, convenience – these are some of the concepts employed in the Idea House through various technology suites we have implemented for the project.”

Hashim says that with 30 years’ experience, Mesiniaga is widely renowned for its technology deployment, breadth of skills, and the quality of its product.

“Mesiniaga’s vision for technology in real

estate development goes beyond deploying equipment. It extends to creating a superior experience for residents. This experience drives up the value of property and this in turn benefits developer and buyer alike.”

For more details, contact Mesiniaga Berhad, Menara Mesiniaga, No 1A, Jalan SS16/1, 47500 Subang Jaya, Selangor, Malaysia. Tel: (+603) 5635 7897. Fax: (+603) 5635 5486. Alternatively, email: corpcomm@mesiniaga.com.my.

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Above: All the technology in the Idea House is seamlessly integrated into the interior. The information dashboard in the living room is just one of several interfaces available to the residents, all supplied by Mesiniaga. The building management system can also be controlled remotely.

Left: The home technology includes the TelePresence system, which allows live, face-to-face video communications.