1. About VS

VisualSoft (Pvt.) Limited is a leading technology and system integration Company. We turn vision into reality through the application of technology, consulting, systems integration and managed operations. With a professional team of skilled system design engineers, architects, Software engineers and professionals, we provide cutting edge solutions to our customers both locally and internationally.

Over the past 18 years, VisualSoft has greatly contributed to the Military Systems, Transportation Systems (ITS), embedded design, process automation, Telecom/CTI and Software needs of the customer, from concept to reality.

VisualSoft, since its infancy in 1995 to date, committed to Excellence through technology innovations, quality of service and reliability. We build strong partnerships with our customers to understand their needs and device solution to meet their requirements, gain their satisfaction and trust.

2. Key Highlights

- Established in 1995 and committed to provide state-of-the-art technology solutions from last 18 years.
- Indigenously designed, developed and manufactured a hand-held Ballistic Computer for the military use, employing state of the art embedded system and a complex software.
- Pakistan’s largest Intelligent Transportation Systems (ITS) company with Research and Development facilities.
- Successfully demonstrated 3D simulation technology for artillery forward observer training.
- First provider of Fast Non-Stop Lane (AVI Technology) in Pakistan.
- Indigenously developed Automated Vehicle Classification (AVC) system using German core technology and computer vision techniques.
- Software/services were ranked “top 100” by PC Magazine and other industry publications.
- Technology partnership with industry leaders such as Microsoft Intel (Communication/Dialogic), Sensorline, IBM and others.
The Company was formed in January 1995 as an independent entity, separating from its parent company CalPak Technologies. VisualSoft now has a customer base stretching from Silicon Valley (USA) to Europe.

VisualSoft has its Corporate Headquarters in Rawalpindi, Pakistan, with presence in the USA and provides technology and application deployment, R&D, customer liaison and marketing functions.

Our Shenzhen (China) team is instrumental in providing logistic and sourcing support we need, making us competitive and proactive in helping our customer.

### 3. VisualSoft History Timeline

- **1995**: Established
- **1996**: National Defence University Enterprise Network
- **1999**: First ITS project for Punjab Highways
- **2000**: eWanted.com, PC Mag Top 100 websites of the year
- **2003**: Kohat Tunnel ETM project for NHA
- **2004**: Nationwide AudioTexit Platform (0900) for GEO/ARY/PTV/Worldcall
- **2005**: Lahore-Faisalabad Road ETM project for FWO/LAFCO
- **2006**: Fax on Demand Franchise Portal for Dancom
- **2007**: Artillery Firing Data Computing Device (AFDCD)
- **2009**: LAKPASS tunnel ETM project for FWO
- **2010**: MAPE Management Appliance for Power & Environment
- **2011**: vTag Long Range UHF RFID Reader Established
3. VisualSoft at Glance

- International offices in USA, China, UK & UAE
- ISO 9001:200 certified company
- Designed, Developed and Manufactured Handheld Ballistic Computer for the Pakistan Army
- Next Generation Network platform delivered to Pakistan Army
- Largest Electronic Tolling Systems and Traffic Management (ETTM) provider in Pakistan
- Region’s only manufacturer of UHF RFID Reader (vTag); VAX, Access Control, Supply Chain and Tolling Application amongst other applications and usage.
- Manufacturer of MAPe – Remote telemetry appliance for telecommunication, command and control and other application requiring central data and control.
- Reverse engineering and digitization of Type-61 Goniometer – a hybrid of Precision Engineering and Embedded Systems.
4. **Strategic Partnership**

5. **Company Milestones**

A brief list of company’s milestone, but not limited to, are the following:

- ETTM – VS is on its way to installation of its cutting edge ETTM systems (Electronic-Toll & Traffic Management) systems at Hyderabard-Mirpurkhas Expressway.

- Sensor Network Installation – Successful installation of sensor network in more than 200 BTS sites in southern region of Zong (CMPAK).
• vTAG™ – our flagship Long Range RFID product designed in collaboration with an Austrian giant, manufactured in Pakistan. Product to be used in the local market and other regional markets such as Middle East and Asia.

• Goniometer – Military precision equipment for survey and gun-laying use. The original design is retrofitted to that converts 360° to 184,000 segments for a very high accuracy.

• Integrated Security & Response Center – State of the art control center with central Override system, Remote vehicle video feeds and OFC connectivity. Client: Defence

• VS-ANPR – Automatic Number Plate Recognition System is Installed at DHA, Karachi on 5 locations

• Visual AVC – Video Based Automatic Vehicle Classifier successfully demonstrated at Lahore-Faisalabad Dual Carriageway

• gRoamer™ – Andriod based Software Application framework successfully used by various NGO’s for online survey and data collection.

• MAPe’ (Management Appliance for Power & Environment) launched and demonstrated at ITCN Asia, Karachi.

• Sigma3D™ – VisualSoft is proud to locally fabricate/develop Artillery Forward Observer Simulator (AFOS) using advanced 3D technology for simulation, create virtual environment/ battlefields, meant for simulated training of FO.

• Deployed Next Generation Networking (NGN) at Pascom Laboratory, Rawalpindi.

• VS has successfully installed one of its kind ETTM systems (Electronic-Toll & Traffic Management) systems at LakPass Tunnel near the vicinity of city Quetta, Baluchistan.

• VisualSoft successfully launched Group Messaging System at VIVA, Kuwait. The Group Text Messaging Service is a very popular cellular service for business community

• A state of the art MIS system for ERRA to monitor and evaluate the projects deployed and several locations of AJK and KPK affected by the devastating earthquake of 2005. This was in addition to
databases of 400,000 vulnerable created and maintained – a project jointly executed with our partner R2V Services.

- Successfully demonstrated a prototyping of Inter Trench Communication Device (ITCD) for Pakistan Armed Forces.

- The state of the art key product creation undertaken by VS was called Artillery Firing Data Computing Device (AFDCD) which was completely designed, developed and manufactured in Pakistan.

### 6. Services Portfolio

- Electronic Toll & Traffic Management
- Embedded Design & Engineering
- Software Development & Integration
- Access Control Systems
- Radio Frequency Identification
- Intelligent Security Systems
6. **Key Projects/Products**

- **Project:** Electronic Toll & Traffic Management System at Hyderabad-MirpurKhas Express Way  
  **Client:** Deokjae Connecting Roads Korea / Govt. of Sindh

- **Project:** Design and Development of Aiming Circle (Goniometer)  
  **Client:** Defense Organization

- **Project:** gRoamer, our product for conducting surveys and data collection in remote areas and field.  
  **Client:** NGOs for conducting field surveys and data collection.

- **Project:** Development of group messaging service, a VAS product for mobile service provider  
  **Client:** VIVA Telecom Kuwait

- **Project:** Sensor Network Installation in Telecom BTS  
  **Client:** ZONG (CMPAK)

- **Project:** Design & Development of MIS System  
  **Client:** ERRA

- **Project:** Design & Installation of Intelligent Gated Security System  
  **Client:** Defense Organization

- **Project:** Design & Development of special purpose handheld computer “Mark VI”  
  **Client:** Defense Organization

- **Project:** Installation of surveillance system and integration with access control  
  **Client:** GHQ, Rawalpindi

- **Project:** Triple Play OFC Infrastructure and Integrated Facility Management System  
  **Client:** Army Housing Complex, Lahore

- **Project:** Prototyping of Inter Trench Communication Device (ITCD)  
  **Client:** Defense Organization

- **Project:** Electronic Toll & Traffic Management System at Lahore-Sheikhupura-Faisalabad Dual Carriage Way  
  **Client:** LAFCO (Pvt) Ltd. / Govt. of Punjab

- **Project:** Electronic Toll & Traffic management system at Kohat Tunnel.  
  **Client:** AXS / National Highway Authority.
• **Project:** Automation of 17th Mile Toll Plaza.  
  **Client:** Govt. Of Punjab, Pakistan.

• **Project:** Development of E-pin distribution system based on fax-on-demand technology  
  **Client:** Dancom (Pvt) Ltd.

• **Project:** Development of Landline SMS system  
  **Client:** PTCL

• **Project:** Reverse Memorabilia Auction Portal  
  **Client:** Fleetwood Owen, UK

• **Project:** Reverse Auction Portal  
  **Client:** Ewanted, CA, USA

• **Project:** Calling Card, IVR & Billing System  
  **Client:** Sky Telecom, Manchester, UK

• **Project:** “Egypt Call” IVR  
  **Client:** Mobilink, Pakistan.

• **Project:** Distributed Call Center enabled Audiotex Service  
  **Client:** GEO TV, Jang Group, Karachi, Pakistan.

• **Project:** Distributed IVR System.  
  **Client:** ARY Digital, Karachi, Pakistan.

• **Project:** SAF Games IVR System.  
  **Client:** SAF Games, Islamabad, Pakistan.

• **Project:** Installation & Implementation of Intranet/Network.  
  **Client:** National Defense College, Pakistan.
7. VisualSoft Clients

We partner with our clients for success. Our team doesn't rest until we have achieved 100% client satisfaction. As indicated by this partial client list, we cater to an elite group of corporations that accept nothing less than the best. These customer-focused companies have worked with us to develop customized Queue Management Strategies. In addition, they have entrusted us to manage their customers' experience. Contact us and we'll build a strategy and solution for you.

Intelligent Transport System (ITS)

AXS PAKISTAN

Telecom & Communication

Connecting Roads (Pvt) Ltd.
8. Technology Partners

- Android
- Apple
- Microsoft .NET
- ARM
- Texas Instruments
- Fedora
- Java
- Adobe
- SensorLine
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