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MSR Group Inaugurates Their New R&D And Support Centre In Kolkata

- Launches SMARTLER, Smart Home Automation & Smart Living Range of Automation Products -

Kolkata, 18th March, 2017: The new R&D and Support Centre of IT major, **MSR Group,** was today launched by **Shri Pradip Bhattacharya, Member Of Parliament, Rajya Sabha, Shri Debashish Kumar, MMIC, Parks & Gardens, Advertisement, Parking,Kolkata Municipal Corporation & Mr Jonathan Ward, Principal Commercial Officer, US Consulate, Kolkata.** MSR Group also announced the launch of their Smart Business Solution, **SMARTLER,** for the Indian market.

Started in 2005 and based out of Middlesex, UK, MSR has moved forward from an IT Consultancy company to creators and innovators of smart technologies. The 40,000 sq ft sprawling R&D centre will act as a dedicated NOC for end clients' IT Infrastructure and houses an Alpha site for end to end testing. All the R&D work for Home Automation, IoT (Internet of Things) and Smart Living products will be carried on here. There is also an Experience Lounge for the prospective customers.

"MSR has domain expertise in smart automation technologies for various domains like smart cities, e-governance, health care, M2M device communication and low bandwidth infrastructure to name a few. With an eye on the future world of technology, we have heavily invested into IoT (internet of things) and sensor based communications and big data analytics to drive performance and business results. This R&D Centre will be the driving force for our future business initiatives", said **Ms Mita Chakraborty, Managing Director, MSR Group.**

Today, MSR Group also launched their Smart Business Solution, **SMARTLER,** which provides a wide list of features for businesses and end customers helping them to achieve a remarkably smart, comfortable and convenient way forward to modern living. Available in Bring Your Own Device (BYOD) model with Retro-fit and Plug-n-Play facilities which can be installed on existing home Wi-Fi setup clubbed with complete flexibility in customisation, Building Management Portal with intuitive user access based dashboards and Building Management Portal with intuitive user access based unconnected electric devices. Real-time energy consumption data is the most attractive value added feature of this app that allows the end user to monitor energy usage on the go.

"Our mobile applications cater to businesses and end customers across various domains. We specialise in delivering smart apps, ready to manage guest feedback, food and beverage ordering, MEP operations, service requests, security & surveillance, community services, fleet management and a lot more with tailor-made applications on smart platforms - iOS, Android & Windows" said **Mr Shamit Datta, CEO, MSR Group.**

MSR has launched a range of smart home automation products which include Smartler Home Controller, Smartler Touch & Retrofit Switches, Smartler IR Controllers, Smartler Power Meter and Smartler Wi-Fi plugs.

Smart Room Solutions include Smart Lighting depending on time of day/weather, Control of room ambience (indoor temperature control), Drapes control, Control on any / all sorts of IR devices (TV/Set Top Boxes/Home theatres/AC), Synchronised mood settings, Remote Room Surveillance, Information kiosk - live feeds for weather, flight, currency, etc and Community Services like - Common area booking, Service requests, etc.

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Smartler is a complete home automation system enhancing lifestyle and convenience. The home control solutions come with benefits of a safer home while at home or away. As residents of multi-dwelling units (MDUs) enjoy the comfort, convenience and safety coupled with lower energy consumption.

Customer experience and comfort is central to the hospitality domain. SMARTLER comes with the room automation system **Smart Hospitality Solution**s for hoteliers offering convenience of control on multiple functions in a hotel room - including lighting, temperature, drapes and audio/video systems with usage of automated interfaces for guests. This facility ensures flawless integration with HVAC, lighting, door locks alongside guest entertainment options in digital form, via IPTV solutions (with high definition on-demand and OTT contents). Access relevant information from the data cloud and enabling a smart living experience for the guests where they will only need access to smart devices (iPad / iPhone / Android tablet / smartphone) and with a tap of the finger, things get done with the intelligent architecture working in the backdrop are the other major highlights of this product.

About MSR Group:
Established in 2003, MSR already serves a global base of clients with cutting edge technology for hotels and the hospitality industry. The products in this range include IPTV, Interactive TV, Digital Signage and customized mobile & web applications specific to the industry. MSR has core development skillsets in Java/C#/C++/Python/RoR etc. that helps it to deliver every time with the best possible technology of that time. MSR also services various clients in Europe and United States through its offshore business process outsourcing business. The team consists of over 100 specialists with industry specific knowledge in multi-lingual support, IT Support Desk, Service Desk, SAP Master Data Management, etc.

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