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**CENTRE FOR ESTATE MANAGEMENT STUDIES
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
UNIVERSITI TEKNOLOGI MARA**

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Magic IQ Pen

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CHAPTER 1

PRODUCT DESCRIPTION

1.1 Introduction

Learning is a process that is critical to raise the level of thinking of each individual. Since school days we have been exposed to 3M skills of reading, writing and arithmetic. the learning process according to experts is started when at home, where the learning session begins when the age of the baby again. Therefore we would like to take the approach of the learning process that includes many aspects of starting at the age of baby. This is because when a baby's brain development is very positive and easy brain to receive various sciences. Therefore we have created a tool to help and attract children from the age of your baby's age.

The product to be develop is a Magic IQ Pen that is made to teach children by touch to the specially books. The product will reading what is touched than this Magic IQ Pen will talk.

Magic IQ Pen is a product produced is intended to help children in particular to encourage them to learn and besides giving pleasure in learning as young as a baby. Where we are emphasizing the early development of a child's brain to stimulate their minds to think. using materials that are environmentally friendly and harmless to infants, were applied in the production of this product.

1.2 Objective

- 2.2.1 The primary objective in producing this innovative Magic IQ Pen is to being an instruction to helps parent who want teaching their kids at early stages
- 2.2.2 To increasing more genius kids in Malaysia
- 2.2.3 To being the one of items that can be the best learning to kids