

CELEBRATING
COMMERCIALISATION
YEAR 2014

iiindex 2014

AN INTERNATIONAL EXPOSITION ON RESEARCH AND INNOVATION

invention
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exposition 2014

INNOVATEUR
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2014

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UNIVERSITI TEKNOLOGI MARA
MALAYSIA

*Bridging
the valley of death :
advancing the
commercialisation
of research*

RESEARCH BOOK

iiindex2014

AN INTERNATIONAL EXPOSITION ON RESEARCH AND INNOVATION

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FOREWORD

The Honourable Minister of Science, Technology and Innovation (MOSTI) has launched 2014 as Malaysia Commercialisation Year 2014 (MCY2014) with the theme Science Technology and Innovation (STI) for Wealth Creation. In line with this theme, Invention, Innovation, Design & Exposition 2014 (iidex2014) is an annual exposition organized by UiTM and is the ultimate platform to highlight and commercialise new inventions and innovations. Researchers and inventors will exhibit their products which cater to the needs and wants of the community and the country.

The iidex2014 creates a new dimension by fusing two competitive concepts, a competition among innovative products and a competition to invite Innovateur Wannabes to perform live pitching of their products to the audience. The iidex2014 focuses on comprehensive commercialization and creating opportunities for entrepreneurs to carry out R&D as well as to provide avenue to commercialise their products. Through expositions such as iidex2014, MOSTI hopes to inculcate the culture of commercialisation of new technology designed and created by Malaysians.

I wish to congratulate all the participants of the iidex2014 and this is the opportunity for all researchers to show their ideas and exhibits their products and creativity. Apart from showcasing their products, innovators will have the opportunity to provide a window to the industry for business matching during the exposition.

Tan Sri Dato' Sri Sallehuddin Mohamed
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MULTIPURPOSE TOILETRIES

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We named our new and first in the market product as “ezt”. This product is designed to solve the problems of many people when travelling. Sometimes, travellers tend to pack many things without realizing that they may exceed the maximum amount of liquid and gels that can be brought into the airplane. The design of our product is a round container of a moderate size and easy to handle. It comes with various, interesting and in vibrant colours to choose from. The colours can be white, red, purple, magenta, orange and many more. Furthermore, it is a product that can be filled in with four different categories of toiletries which includes shampoo, conditioner, body wash and facial cleanser. A pump and a tube will be given together with the container. It can be kept at the bottom of the container. The container is specially designed to fit gel and liquids up to 100 millilitres. The best part of this product is it is refillable and gives the freedom to choose which brand of toiletries they want to use. In addition, we design an indicator to make it easier to know the level of the quantity remaining inside. If the indicator shows green, means it is still full. When it is yellow, it means the level is in half. When in red, it indicates it needs to be refilled. This product can benefit people who are often travelling by airplane. According to Malaysian airlines liquid, aerosol and gas (lag), the maximum capacity of liquid and gels should not exceed 100 millilitres. Thus, our product is the most suitable product for them because we provide the best measurement for customers who are always travelling by airplane.