

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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3D PHONOGRAMS BOOK

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Much of the heritage preservation work is done at the national, regional, or local levels of society in Malaysia. Therefore limited work has been carried out in the context of conserving local popular artist in Malaysia such as P. Ramlee, Nordin Ahmad, Siput Serawak, Jins Shamsuddin, Mat Sentul, Saloma, Sudirman etc in the form of printed book, an autobiography or even a video documentary. Thus, in telling the story or history of these local popular artist that are almost completely lost, a new experience of reading a printed book was used through new media technology application (3d technique/ approach that usually used in sequential video and movie by viewing phonograms images). Introduction 3D phonograms book is a documentation an autobiography in telling the story or history of these local popular legendary artist that are almost completely lost, with a new experience of reading using a stereoscopic imaging, is a technique used to enable a three dimensional effect, adding an illusion of depth to a flat image. The perspective difference between objects seen by presenting two separate images, which is one for the right eye, and one for the left are incorporated through the use of specialized glasses. Denoting a process by which two photographs of the same object taken at slightly different angles is viewed together, creating an impression of depth and solidity. Many of the picture that have been shown on the book, internet and others about the local Malaysian legendary artist are normal photograph the book is not attractive, nowadays children love an interactive, attractive and unique things. This 3D phonograms book is using an anaglyph picture or known as a stereoscopic picture to attract the reader and also it can give more impact because of the anaglyph picture can show the depth in the picture and also a new experience. The significance of this 3D phonograms book is it can attract the students and children love to read the book because the book is attractive. Commercialisation of potential 3D phonograms book has the potential to be commercialised because it has its own unique aesthetics value for those interested in and studying the local Malaysian legendary artist's in new ways. This 3D phonograms book also can be made depicting prominent public figures in history books to be used in school.