

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

27th - 30th
APRIL 2014
DEWAN AGUNG TUANKU CANSELOR (DATC)
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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The system itself does not succeed in helping Malaysians to build up a healthy lifestyle on their own using their gadgets. Some cater mainly in the area of physical fitness but ignore the vital food calories. While other current systems may not be suitable for Asians, mainly Malaysians, as the calculation differs quite significantly. Fortunately, in relating to the future demands of the intelligent applications, this project featured Expert System, Fuzzy Inference System and Case-Based reasoning to create well-developed mobile web environment that serve the needs of the future users. To address this matter, understanding about the relationship of calories and personal information of the user was obtained and studied which resulted in a great interactive intelligent system. The manual calculation which is the traditional way to calculate and manage calories intake is only dealt with by the experts such as, the doctor, the nutritionist and perhaps the gym instructor. Thus, almost 60% of Malaysians aged 18 and above fall in the overweight category of basal metabolic rate. The findings demonstrated that by having this kind of system and the mobility of it will make more users aware on managing balanced diet whilst having healthy lifestyle.

INTERACTIVE FACEBOOK SEMANTIC ANALYZER

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Facebook has become an important platform for interaction among people at any time and any place. It can be used by anybody for various purposes such as socializing, marketing products, expressing sentiments and discussing work-related issues. The concerns about Facebook comments are taken into considerations since it contains comments in the form of people's opinions and sentiments where they express feelings as well as convey emotions via texts and emoticons. Based on several studies and observations, there are limited number of computerized systems in measuring people's sentiment in Malay. In addition, monitoring information becomes difficult since there are too many suggestions and the problems tend to be overlooked which may lead to crime cases. Moreover, sentiment analysis in English is a must for most of the Social Network Sites monitoring tools. Therefore, this project aims to identify the opinion mining and sentiment analysis components for extracting both English and Malay words in Facebook, to cluster the extracted texts into emotions (happy, unhappy and emotionless), and also to develop a prototype to quantify people's sentiments through Facebook posts. The prototype extracts Facebook comments automatically before the comments are filtered by removing unwanted tags. The words are stored in a database to be analyzed semantically by using Lexicon-based approach. Then, results will display the people's feedbacks toward particular issues that are beneficial to the Facebook owners in order to make further actions.