



UNIVERSITI
TEKNOLOGI
MARA

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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MALAYSIA

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

RESEARCH BOOK

iiindex 2014

AN INTERNATIONAL EXPOSITION ON RESEARCH AND INNOVATION

invention innovation & design exposition 2014

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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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'REBANA UBI' COMPUTER SPEAKER: A CORPORATE GIFT WITH UNIQUE MALAYSIAN HERITAGE ELEMENT

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This project focused on developing and enhancing local corporate gift with the implementation of Malaysian culture and heritage of the product. A corporate gift can be anything from stationary - inclusive product package. The type of gifts used is limited only by the imagination. The focus is on the creation of unique and emotional objects, overcoming the industrial and anonymous production logic. For this reason, a good tip to start with is considering all the communication and promotional events linked to the universal relationship towards culture and heritage appreciation. One of the authentic Malaysian culture and heritage is the traditional musical instrument including 'Rebana Ubi'. By looking at the importance of preserving our local culture or heritage, and innovative computer speaker is designed from inspirational 'Rebana Ubi' form, purpose as a corporate gift that also focus on the aesthetic and functionality of the product. It is designed in such an innovative way of modern and contemporary looks that will promote our local culture in gift/handicraft industry. This study relates between the Malaysian traditional music instruments with computer accessories like speaker. Speaker is an electro-acoustic transducer that converts electrical signals into sounds loud enough to be heard at a distance. This is an attempt to create a Malaysian traditional instrument with computer speakers. The design of the mini 'Rebana Ubi' that has a speaker system inside is the combination of two ranges that is traditional and modern design. There are many types of 'Rebana', the biggest 'Rebana' known as 'Rebana Ubi'. 'Rebana Ubi' are widely used by the Malay people in East Coast Malaysian such as Kelantan and Terenggu. Nowadays, it can be found throughout Malaysia. This type of 'Rebana' is the only 'Rebana' to have a decorative pattern on the body and surface.

WALL CERAMIC DECO ARTS AS THERAPHY

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The 'wall ceramic deco' is produced because it is compatible with the concept of interior decoration currently looking for a simple deco and urban nature in which this artwork fills the walls as decoration. In addition, it can be used as a therapy for the mind for those who love flora and fauna. 'Wall ceramic decor' is produced through a process of ceramic production, where the production of this art work is custom made. Emphasis is given to the decoration on the ceramic surface in detail, using soft colours and also creating some texture for contrast will portray a big impact on the art work. Other than that it is important to give awareness about nature towards human, in addition to promoting the use of ceramic for interior decoration to create space and beauty of the scenery on the wall. Technique used to create the plate is a throwing technique and mix with hand build technique. Colours also create the mood. For the decorating the surface the design is more focussed on the elements and principle of design such as lines. The shape of the wall is more to focus on basic forms. It is because urban concepts are more simple shapes.