

CELEBRATING  
COMMERCIALISATION  
YEAR 2014

# iiindex 2014

AN INTERNATIONAL EXPOSITION ON RESEARCH AND INNOVATION

invention  
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& design  
exposition 2014

INNOVATEUR  
wannabe!  
2014

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UNIVERSITI TEKNOLOGI MARA  
MALAYSIA

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

RESEARCH BOOK

# iiindex2014

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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  
Pro-Chancellor, Universiti Teknologi MARA

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## SAFETY STOPPER

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The objective of the safety stopper is to reduce accidents, improve breaking system and to make the driver feel safe. This invention will reduce the occurrence of brake malfunction. We have improvised the safety stopper to be used in a Corolla AE series. Similar products are only used in racing cars. This product is suitable to be used in case of an emergency to stop the car suddenly. The safety stopper can be used only on Corolla AE series assembled in 1993 to 1999.

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## MARKER DUSTER

Mohd Fairuz Bin Mohd Zaid, Siti Nor Zaharah Binti Ramin, Nurhazira Binti Abd Razak  
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The marker duster comes with a two in one marker, a marker pen with a duster at the side of the marker. This portable marker will be easier for the users to clear the whiteboard as the duster is in the marker. This marker duster is very useful by educators and in the corporate environment. Novelty. Novelty represents originality and as such can distinguish between the creation of new knowledge and the adoption and use of existing knowledge. The novelty of our product is in our own innovation. It is hoped that our innovation benefits educators and has the potential for commercialisation (IP).