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MULTIMEDIA ASIA '96 TO ATTRACT 20,000 VISITORS AND 3,000 BUYERS

KUALA LUMPUR, July 31 (Bernama) -- Multimedia Asia '96, to be officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad tomorrow, is expected to attract 20,000 local and foreign visitors and 3,000 potential buyers.

Malaysian Institute of Microelectronic Systems (MIMOS) director general Datuk Dr Tengku Azzman Shariffadeen said 150 local and international exhibitors would take part in the exhibition at the Putera World Trade Centre (PWTC).

The four-day exhibition will act as a platform to promote Malaysia as a world class information technology hub, he said at a press preview here, today.

He said a three-day conference which would be held concurrently with the exposition would provide a forum for the exchange of information on Malaysia's Multimedia Super Corridor (MSC) and critical business and technologies issues besides providing networking opportunities.

He described the conference and exposition as a "jump start" for the country's multimedia industry and were targetted to inform the locals on the government's initiative to introduce multimedia and policy planning as well as to include foreign participation in Malaysia's MSC.

Deputy Prime Minister Datuk Seri Anwar Ibrahim will chair a panel discussion on "Critical Success Factor for the MSC." The conference will be broadcast live on the Internet for three days begining August 1.

In conjunction with the event, the Malaysian Interactive Multimedia Association will launch a CD-ROM entitled "The Best of Malaysia's Multimedia," the first of its kind to boast various clips of Malaysian-made multimedia works and showcase existing high standards and creativity in the country.

Apart from that, IBM the largest exhibitor in the event, will be showcasing the Cybercity, IBM's vision of the future on how multimedia will be the new paradigm that will determine the way to conduct business, communication and the way to work and lead daily life.

At Cybercity, IBM lined up a wide range of multimedia related solution namely retail banking, retailing, hotel and travel, stockbroking, electronic publishing and cross industries solutions including Geographical Information System (GIS), Electronic Registry and Intelligent Forms Processing System (IFPS).

Meanwhile, multimedia and internet content developer, BRG Interactive Digital Media Sdn Bhd (IDM) newly launched Xtremedia, a solution offered by IDM which combined multimedia information content delivery with the internet, will be featured at the exposition.

IDM activities include exploring the full potential of multimedia to create existing product launches, information kiosks, electronic product catalogues, CD-ROM publications, interactive press kits, online content services and Computer-based Training programmes. -- BERNAMA

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