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MDC to produce brochures on multimedia for layman

KUALA LUMPUR, Fri. - Multimedia Development Corporation will produce a series of brochures for the layman to create awareness of multimedia technology.

The brochures are also aimed at promoting understanding of the Multimedia Super Corridor and its applications, impact and benefits to the country.

MDC executive chairman Tan Sri Dr Othman Yeop Abdullah said the brochures were necessary to ensure that the MSC was fully understood and supported by the people, including the business and academic communities.

The first of the brochures is very broad-based in scope and approach. It is targeted at the general reader and provides an overview of the subject.

Titled "The Multimedia Super Corridor and You", it will be published in English, Bahasa Malaysia, Chinese and Tamil.

About 5,000 copies in each language will be distributed to educational institutions, libraries, Government agencies, community centres and public associations.

Sponsored by AIMS Worldwide Sdn Bhd, Ericsson and Alam Teknokrat Sdn Bhd, the Bahasa Malaysia version will be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad tomorrow in conjunction with the national information technology awareness campaign organised by the Information Ministry.

Othman thanked the three sponsors and called on other IT and multimedia companies to follow in their footsteps.

"MDC is driving this communications effort by developing the necessary content and producing relevant materials.

"However, there is also an opportunity for corporations which may wish to promote and support the national project."

The MSC will unlock multimedia's full potential by integrating groundbreaking cyberlaws and information infrastructure in an attractive physical environment.

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