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Promotion-MAS

NEW EDITION OF "WINDOWS TO MALAYSIA" ON MAS FLIGHTS

KUALA LUMPUR, June 30 (Bernama) -- Malaysia will be promoted on Malaysia Airlines (MAS) international flights through 'Windows to Malaysia' CD-ROM to be launched by a local Information Technology (IT) company in September.

Cosmopoint Sdn Bhd Multimedia Sales Manager Bart Aswain Badrain told a news conference today that the company had clinched a deal with MAS for the 1997 (second edition) of its "new hybrid virtual walkthru CD" to be screened as part of the promotion to expose Malaysia internationally.

The latest edition entitled "An Interactive Odyssey from Antiquity to Modernity" is expected to be shown on MAS Boeing 777 aircraft by the end of this year. It is currently available at the airlines' Golden Boutiques.

To be priced at between RM49 and RM59, the CD is also targeted at multinationals, non governmental organisations (NGOs), foreign missions, trade offices locally and abroad as well as schools. About 100,000 CDs will be distributed within and outside the country.

Featuring 233 topics and about 2,500 pictures, the CD depicts Malaysia's fascinating history, religion, culture, society, infrastructure, tourism, politics, business and commerce.

"The hybrid virtual walkthru is not just about information but also the feeling by a visitor that he or she is in Malaysia seeking the information," he said.

He added that the company had already approached several state governments with the view of doing sequels on the various states in Malaysia and was awaiting the outcome.

On copyrights piracy, he said the company was not facing any problem at the moment due to the preventive measures taken.

Prime Minister Datuk Seri Dr Mahathir Mohammad had launched the first edition last year.

"Windows to Malaysia" is a panoramic, kaleidoscopic, encyclopaedic and multi-faceted one-stop reference on Malaysia and its future vision, hopes, strategies and directions," he said.

--BERNAMA

CJ ABG