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ITEX '99 to promote new technologies, innovations

KUALA LUMPUR, Tues. - The Multimedia Asia (MMA '99) and Invention, Innovation, Industrial Designs & Technology exhibitions (ITEX '99) will be held at the Mines International Exhibition Centre in Seri Kembangan from Sept 23 to 26.

While MMA '99 would be hosted by the National Information Technology Council, Mimos and the Multimedia Development Corporation, ITEX '99 was spearheaded by Sirim Bhd and the Malaysian Invention and Design Society (Minds).

Prime Minister Datuk Seri Dr Mahathir Mohamad is expected to launch the exhibitions on Sept 24.

The New Straits Times is the official newspaper for the exhibition, organised by Protemp Exhibitions Sdn Bhd.

In an interview at Balai Berita today, Minds vice-president Lee Yuke Chin said the ITEX exhibition was to promote innovations and new technologies to the nation and international marketplace.

"The exhibition will show the importance of industrial research and development in technological excellence and competitiveness."

Also present were Minds honorary secretary P. Kandiah, its former executive secretary Ramesh Pillai and committee member Ronnie C.W. Tan.

Highlights of ITEX included an Invention and Design competition, seminars, Activity Square and "Malam Budaya Cipta" organised by Minds, and a Prime Minister's Pavilion - which would showcase the Prime Minister's ideas.

Entry forms for exhibits are available at the Minds secretariat at Room 7, 2nd Floor, Bangunan Sultan Salahuddin Abdul Aziz Shah, No 16, Jalan Utara, Petaling Jaya. Its telephone number is 03-7549298, fax 03-7587863, and e-mail TSO@minds.org.my.

The closing date for submissions has been extended to Aug 31.

The managing director of Applied Graphics Sdn Bhd, Arthur Gan said the first viable alternative to AutoDesk AutoCAD software called "IntelliCAD" (The Drawing Explorer) would be available at one-tenth its original price during the MMA exhibition.

"The normal price of the AutoDesk AutoCAD is more than RM10,000 and the IntelliCAD is marketed in Malaysia at RM2,400 per package. During the promotion period, it will be sold at RM1,380 each.

"The intuitive, dialogue-based customisation of menus, toolbars, keyboard shortcuts, and aliases require no programming or off-line editing. This capability significantly reduces the technical expertise needed to customise the interface and could be a cost saver," Gan said.

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