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MSC-CENTRE

MSC TO LAUNCH NEW CENTRES OF EXCELLENCE

CYBERJAYA, Sept 4 (Bernama) -- Malaysia's Multimedia Super Corridor (MSC) will boost its competitive edge with the establishment of two soon-to-be-launched centres of excellence -- the MSC Flagship Centre and Centre for Health Innovation and Medical Enterprises (CHIME).

The centres of excellence costing nearly RM4 million to developed are scheduled to be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad on Friday.

The MSC Flagship Centre comprises the MSC Lab and Creative Application & Development Centre (CADC), according to officials of the Multimedia Development Corporation (MDC).

MDC senior vice presidents Datuk Dr Mohamad Arif Nun and Sarina Karim said the lab and CADC would serve as centres of excellence for creative content development visualisation and as a showcase and test centre for the MSC Flagship Applications.

Dr Arif said, "It is envisioned to further accelerate the development of the MSC by establishing a global innovation centre leveraging on, and integrating creativity and technology."

He said MSC Lab aimed to provide a platform to showcase and market MSC solutions such as the Flagship Applications as well as to facilitate e-innovation programme.

He said MDC was working closely with Media Plaza of Netherlands to develop the e-innovation programme.

As for the CADC component, he said CADC would focus on catalysing the development of an innovative and creative multimedia industry in Malaysia.

It would provide a centralised facility for high-end data processing and visualisation services including networking with other reality centres to address multi-industry and multi-applications requirements.

The showpiece facility at the CADC is the MSC Virtual Reality Centre. The facility will allow users to have a better comprehension of engineering design, simulation studies, complex modelling and a host of other scientific, health, education and entertainment related application.

The facility is powered by Silicon Graphics Inc's (SGI) technology following the signing of US\$5.6 million contract with SGI.

SGI has a track record of assisting Hollywood in creating many digital animation and computer graphics imagery in movies like Lord of the Rings, Star Wars and Disney's animated movies.

Meanwhile, Sarina said CHIME aimed to create a centre of excellence in the MSC for tele-health innovation and research and development (R&D).

She said phase one of CHIME was already completed while the entire centre was targetted for completion by the end of this year.

Sarina said CHIME could house between six and eight healthcare enterprises.

CHIME's first tenant is Stem Life Sdn Bhd, a local company involved in stem cell applications and molecular diagnosis.

She said other potential tenants include companies involved in remote health monitoring, medical devices, drug design, personal wellness management and genomics.--BERNAMA

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