

MSC ONLINE SEASON 3

MDC-Online
28 MAY 2003

KUALA LUMPUR, May 28 -- The third season of MSC online will seek to push the fold on the key frontiers including the national entities such as the MDC, TELEKOM, NITC and the international advisory panel (IAP) and their importance to the msc.

Season iii will incorporate decision-makers at the highest level, their long-term contribution to the overall success and sustainability of the msc, the all important continuity in ensuring that the msc is followed through with the same rigour and vision as when the founder Datuk Seri Dr Mahathir Mohamad initiated this vital corridor.

Season 3 will also incorporate the latest features from world-class technology centric inputs such as tech TV, wired and business 2.0. Incorporating it centric programs such as silicon spin and tomorrow's world, msc online iii will include in its line-up not only decision-makers at the highest level (with the IAP members interviewed) but also the latest issues and matters pertaining to the ict world while strengthening further its content with colour and original music underlay.

This season will also bear in mind the sensitivity of audiences toward information technology (i.e. the dot com bubble bust) and will seek to paint a realistic yet optimistic future of the industry.

The role of big business in assisting the SMEs etc will be included. Taking suggestions, feedbacks and soundbytes from interviews from the first 2 seasons, msc online iii will bring the audience a fresh, new understanding of the industry as the mdc positions the msc for Malaysia.

The program has attained a highly impressive line-up of young ICT achievers and survivors to relay the message to the rest of the nation (including the rural areas) of the central importance of making it in the ICT world, and as a catalyst for the modernization of Malaysia.

The impact on productivity on different business areas will be highlighted. While the program will retain its original magazine centric form, several key filming methodologies have been incorporated to the new season in anticipation of the international audience on the MAS in-flight viewing exceeding several million viewers yearly.

This season will also showcase the level of importance placed on the msc by the Malaysian government and the IAP members, including the national ict agencies including the NITC, MIMOS, etc.

Another important point to note is that the third season places specific emphasis and focus on educating the young and provide information in an up beat mode, creating a strong message of hope and appreciation of ICT for the nation-wide audience and the international travelers on MAS of the progressive nature of Malaysia's MSC.

Season Lineup

EPISODE 1 - TECHNOLOGY FOR THE PEOPLE

(12 midnight - 18 May 2003)

We live in a time when the global community is deeply divided, globalization has become contentious and the digital divide continues to widen.

War, terrorism and security have evolved from being every day buzzwords to real global alert signals. Sadly, development and humanitarian issues have been forced to take a back seat. This episode examines the degree to which technology and people co-exist, today we will provide you with some answers as we carefully examine the role of the multimedia super corridor spearheaded by the mdc in staying relevant to the rakyat at large.

EPISODE 2 - SMART SOCIETY
(12 midnight - 25 May, 2003)

Imagine a school where children will no longer have to bear the burden of carrying a schoolbag full of books, or where paper will become less than necessary. No books but computers, no pens but keyboards; and maybe no teachers?

While scenarios like these could have only been dreamt of a decade ago, it is now a reality. This is the new culture of schooling. Say hello to smart learning.

EPISODE 3 - SOFTWARE EVOLUTION
(12 midnight - 1 June 2003)

In this episode, we explore the ever-changing nature of the software industry in Malaysia. Speaking on the development of this industry and the introduction of Open Source Systems is Sun Microsystems' Dr. John Gage and other relevant international industry experts.

EPISODE 4 - TELECOMMUNICATIONS
(12 midnight - 8 June 2003)

This episode, telecommunications industry, and one that is experiencing rapid change in many ways in which people and society and communicate.

It is witnessing technology and advancement on a level and scope never before experienced. Communications today already allows the transfer of text, voice and moving images instantaneously and simultaneously.

EPISODE 5- BORDERLESS TRANSACTIONS
(12 midnight - 15 June 2003)

With the bust of dot com corporations in the last 5 years, many have turned doubtful and hesitant as to what the future lies for borderless transactions over the longer term. This skepticism is further underlined by the September 11 tragedy, particularly in the aspect of security.

EPISODES 6 - TOWARDS A GLOBAL DIGITAL INCLUSION
(12 midnight - 22 June, 2003)

The Internet is becoming an increasingly vital tool in our information society. More Malaysians are going online to conduct such day-to-day activities as business transactions, personal correspondence, research and information gathering, and shopping. Each year, being digitally connected becomes ever more critical to economic, educational, and social advancement. Now that a large

number of Americans regularly use the Internet to conduct daily activities, people who lack access to those tools are at a growing disadvantage. Therefore, raising the level of digital inclusion -- by increasing the number of Malaysians using the technology tools of the digital age -- is a vitally important national goal.

EPISODE 7 - VIRTUAL REALITY
(12 midnight - 29 June 2003)

It is the shift of time that changes the flow of technology... for us the shift is now, and the wind is strongly blowing particularly in the direction of the msc. Over the next few years' virtual reality will emerge as an essential tool of research, studies and entertainment, but for now it is still building a reputation and trust among businesses in Malaysia.

EPISODE 8 - VISION REALITY
(12 midnight - 6 July 2003)

For the past 7 years, the IT industry in Malaysia has churned out remarkable outputs shaping Malaysia to what it is today a digital ready ICT-conscious nation. But are we truly well on our way to the digital age?

There's no better vision perhaps than that of a leader who is pushing the boundaries of knowledge for the people, the citizen. There after, with some sense, Malaysia will continue to develop this especially since the foundation has been laid.

EPISODE 9 - THE INTERNATIONAL COMMUNITY
(12 midnight - 13 July 2003)

This episode gives emphasis on the annual International Advisory Panel meeting held in Cyberjaya. Chaired by the Prime Minister himself, our nation continues to evaluate and analyze the impact of technology for the future. So much has been made visible over the previous meetings, contributing to the growth of ICT in Malaysia and the Asian region. In this episode we also examine the value of international networking in future collaborations in pushing our nation into the forefront of the technology scene.

EPISODE 10 - OPEN SOURCE SYSTEMS
(12 midnight - 20 July 2003)

One of the heated topics discussed in the IAP meeting 2002 was the introduction of the Open Source Systems and their possible advantages in Malaysia. Represented by a digital mastermind in Sun Microsystems's John Gage, issues of ethics, licensing, profits and accepting alternatives make up this pro-active episode on Malaysia's stand in the need for the ideal combination with Microsoft and Sun.

EPISODE 11 - THE IMPORTANCE OF BEING...
(12 midnight - 27 July 2003)

In this episode, we look to the assistance of big businesses and their growing role in aiding SMEs financially and strategically. We speak to Silicon Graphics Inc, HSBC, the MDC and other relevant conglomerates to see what measures have been taken to assist smaller enterprises and what can be done to address this situation.

EPISODE 12 - POWERING THE FUTURE OF THE MSC
(12 midnight - 3 August 2003)

Power and infrastructure is synonymous with Tenaga Nasional Bhd in Malaysia today. This week we feature TNB's role as the leading electricity distributor in the nation and learn of their future re-structuring plans for the coming years.

EPISODE 13 - CYBERTERRORISM & INTERNET SECURITY
(12 midnight - 10 August 2003)

One of the more relevant discussion issues over the past year has been centered on terrorism and security in this digital age. Many have lost their belief in technology and continue their reluctance in accepting technology into their lives. Why? Is this necessary? This week's episode attempts to answer some of the real questions we ponder over after the recent terrorist attacks and war in Iraq. How safe will we ever be? What can be trusted?

ISSUED BY MULTIMEDIA DEVELOPMENT CORPORATION
CONTACT : ANNA MARINA CHEN
TEL : 03-8318 8477
FAX : 03-8318 8508
E-MAIL : anna@mdc.com.my
DATE OF RELEASE : MAY 28, 2003
REELASD BY BERNAMA PRWIRE MALAYSIA*GLOBAL