

KLIA announces shopping winner

KUALA LUMPUR

THE Kuala Lumpur International Airport (KLIA) Shopping Campaign 2008/2009 was a runaway success that ended on a high note on a catwalk at the international airport last Friday.

While all eyes were glued to the runway where iStyle KLIA paraded fashion apparel and accessories available at KLIA, the thunder for the glittery night was stolen by 40-year-old, Faisal Affendie from Sarawak who was represented by his sister, Filzah Affendie, who drove home a Lexus GS300, the ultimate grand prize of the KLIA Shopping Campaign 2008/2009.

The campaign, which carried a unique concept of three shopping contests within an ultimate contest was held from 26 August 2008 to 11 June 2009. It gave Malaysia Airports more opportunity to reward shoppers at KLIA and LCCT-KLIA with an array of prizes ranging from instant redemption to the ultimate grand prize of a RM420,000 (\$172,100) luxury car.

A total of RM2.7 million worth of prizes were offered throughout the campaign that was opened to shoppers of any retail and food and beverage outlets at KLIA and LCCT-KLIA who spent RM150 and above. The campaign drew an overwhelming response of more than 150,000 entries this year, a 55 per cent lead from the projected entries during the launch of the campaign.

The presentation of the grand prize was held in between a fashion show, iStyle KLIA. The fashion showcase is a first for Malaysia Airports, in organising a styling competition to challenge the creativity and provide a platform for the participants to design a desired look using fashion products available at KLIA.

Six teams were selected from 33 group applications from young designers studying at local fashion and design institutions in



Shopping destination: The KLIA Shopping Campaign has been growing from strength to strength since 2002. Picture: EPA

Klang Valley to vie for this chance at fashion glory. Each team comprised two participants.

The competition kicked off with Heats One on July 30 and for each subsequent week, participants competed in heats to create the best ensemble, according to the given theme.

Heats One featured "Casual Chic" as theme, Heats Two on August 6 was themed "Exotic Exquisite", and the final Heats on August 13 carried the theme "After Seven".

Each team's ensemble was evaluated at the end of the weekly heats and the points are accumulated as the final score. The excitement of the night was further elevated when the winner of iStyle KLIA was revealed.

The event was further glamourised with a fashion show to showcase ensembles created by all six teams throughout the competition.

The winner of iStyle KLIA, Team Noir from Raffles Design Institute, which comprises 25-year-old Silas Liew Chuan Min and 21-year-old Jonathan Liang Yow Shuih, were bubbling with triumph when their names were announced.

"It was a really exciting competition for us all. The last one month has been very tiring but well worth it be-

cause unlike other fashion competitions where we design from scratch, here at KLIA, the items are already available," said Liew.

"We were really spoilt for choice. We could have created so many different looks but we are glad that the look we finally presented for the heats was judged as the best," said Liew.

iStyle KLIA also saw the involvement of some of Malaysia's fashion icons such as Dato' Tom Abang Saufi, Khoo Hooi and celebrity designer and make-up artist, Alex Eu.

Alex Eu was also the Fashion Consultant and Chief Judge throughout the challenge.

"The KLIA Shopping Campaign has always carried the tagline 'Real Value Real Style'. iStyle KLIA aptly epitomises the stylishness to be enjoyed and fashion products available at KLIA," said Tan Sri Aris.

"Fashion show and airports are seldom synonymous but as showcased by iStyle KLIA, fashion is an integral part of shopping at airports and now, especially at KLIA," said Tan Sri Aris. He added, "At the same time, I believe that people are beginning to realise the value to be enjoyed when shopping in KLIA. We hope that this will be a perfect testament that shows KLIA is indeed a shopping destination."

Malaysia Airports, through its Commercial Services Division is running programmes to promote shopping and dining at KLIA and LCCT-KLIA.

The Brunei Times



Grand prize: Filzah Affendie, representing her brother, drove home a Lexus GS300. Picture: KLIA

Mimos WiWi technology platform ready for commercialisation

KUALA LUMPUR

MIMOS, Malaysia's premier applied research centre in frontier technologies, announced that its WiWi technology platform — a hybrid Wi-Fi and WiMax solution which operates on 2.3 GHz frequency designed as an alternative for last mile broadband connectivity to accelerate Malaysia's broadband ecosystem — is ready for nationwide commercialisation.

"This is in line with Mimos current focus on the process of technology transfer for commercialisation aimed at creating a funnel of innovations to push our indigenous industries to the global market," said Mimos President and Chief Executive, Dato' Abdul Wahab Abdullah.

In conjunction with the launch of Mimos WiWi technology platform, Mimos exchanged collaboration agreements with three WiMax operators namely Redtone International Berhad, Packet One Networks (Malaysia) Sdn Bhd (P1) and Asiaspace Sdn Bhd.

Under the collaboration agreement, the three WiMax operators will promote the sustainable growth of information and communications technology (ICT) through broadband technology such as the potential of the broadband technology in transforming societies, in line with the Malaysian government's broadband vision.

The WiMax operators are to develop ICT solutions that will enable affordable access to information to support the national agenda and aspirations; and Mimos WiWi technology platform will be deployed at the existing sites.

CEEDTec Sdn Bhd, Mimos' first WiWi technology platform recipient, and has received an order of 100,000 units of WiWi technology platform-based units, was presented with a special recognition award from Mimos. "Mimos WiWi technology platform having found a place in the market place is a demonstration of the success of Mimos' technology platforms. With our technology platforms that cut across all industry



Connecting the Unconnected: Malaysia's Deputy Minister of Science, Technology and Innovation Haji Fadillah Yusof (left) officiating the launch of Mimos WiWi Technology Platform with Mimos Chairman Dato' Suriah Abdul Rahman (right) and Mimos President and CEO Dato' Abdul Wahab Abdullah (centre). Picture: Courtesy of Mimos

verticals, Mimos is well positioned to realise our ultimate goal of driving technology from a tool to an enabler and subsequently as a sector," Dato' Wahab.

With low cost of deployment advantage, Mimos WiWi technology platform can be further developed as a solution to bridge the digital divide. Towards this end, Mimos WiWi technology platform is expected to be part of the national roll-out of the broadband for general population (BBGP) initiative which

is in line with the national broadband target of 50 per cent household penetration by 2010.

"Designed as an alternative for last mile connectivity, Mimos WiWi is an environmentally-friendly plug-and-play instant broadband hotspot technology platform which is the ideal solution for cheaper and more affordable connectivity per user."

"As it provides multiple PC connections using existing Wi-Fi connectivity but with broadband speeds it can provide fixed, portable and mobile wireless broadband available to all Malaysians," said Dato' Wahab. Mimos WiWi technology platform can be further developed into applications for enabling broadband Internet connectivity in a community-type environment or rural areas.

With Internet Protocol version 6 (IPv6) data access, it provide cheaper calls via Voice over IP (VoIP) between users; and with patented multicasting capability it can provide efficient and high quality IPTV without the need for investments in bigger transmission links.

Mimos WiWi technology platform has a high capacity access network architecture which offers a hybrid network approach to support any compatible off-the-shelf WiMax or even any other technologies such as asymmetric digital subscriber line (ADSL), Wi-Fi, High-Speed Downlink Packet

Access (HSDPA) (as the backbone and Wi-Fi access) module.

The unique approach offers service providers significant reduction in operating expenses (OPEX) and capital expenditure (CAPEX) whilst maintaining high degree of interoperability without compromising performance. As such, local system integrators will be able to offer broadband services to consumers and enterprise segment such as hotels, universities, hotspots and convention centres.

To date, of the total 263 patents filed in Mimos, three are for Mimos WiWi technology platform. Mimos currently has more than 670 patent disclosures.

Mimos WiWi was also recently awarded the Malaysia Good Design Mark Awards 2008 for the best designs and quality in the media and home electronics products category.

Through the development and transfer of technology platforms that cut across all verticals, Mimos is assisting indigenous industries to increase its competitiveness by minimising their initial research and development (R&D) cost.

Mimos technology platforms are a basis upon which technology recipients are to further develop the technology platforms into applications and solutions to serve each individual market vertical they are currently serving.

The Brunei Times

Mimos WiWi TECHNOLOGY PLATFORM

● Mimos WiWi is a hybrid solution integrating WiMax (IEEE 802.16e mobile WiMax) and Wi-Fi technologies, developed by MIMOS, as a wireless broadband solution for BBGP (Broadband for General Population)

● Mimos WiWi is the cheapest way to provide wider broadband coverage in the country compared to the higher cost of deployment and maintenance of current networks. It offers a low-cost solution to deploy last-mile connectivity, which is an issue prevalent in many urban, rural and underserved areas.

● Mimos WiWi is capable of resolving disturbances between two frequencies Wi-Fi 2.4 GHz and WiMax 2.3 GHz used in the country. The patented technology eliminates the co-existence issue.

● The platform can also be implemented in a community-type of environment or rural areas — with IPv6 as the main IP protocol, it is able to provide cheaper calls via voice over IP (VoIP) and with patented multicasting capability, it provides efficient and high quality IPTV to the users without investing in bigger transmission links.

Audi celebrates victory at Nürburgring

NURBURG, GERMANY

BY SCORING an impressive 1-2-3-4 win at the Nürburgring, Audi recaptured the lead in the DTM at the beginning of the second half of the season.

With title defender Timo Scheider (35 points) and Mattias Ekström (34 points), as many as two Audi drivers are ranking at the top of the standings after six of ten rounds.

The dominating man at the Nürburgring, however, was Martin Tomczyk: The 27-year-old German was in a class by himself throughout the whole weekend. After posting the fastest times in free practice, qualifying and the warm-up, Tomczyk set the pace from the outset in the race as well. With a commanding and flawless drive, he repeated his Nürburgring victory from the year 2007. In total, this was Tomczyk's fourth exploit at a DTM race, enabling him to advance to fifth place in the standings.

"Everything worked out perfectly here straight from the start," he said. "The pace was right throughout the whole weekend. It was a nice, rather calm race for me almost like at my victory in 2007 simply perfect. I want to thank Audi and the Abt team for this fantastic car."

Audi's 1-2-3-4 win was perfected by Timo Scheider and Mattias Ekström as well as Markus Winkelhock as the best driver of a year-old car.

Title defender Timo Scheider finishing the race as the runner-up re-captured the lead of the standings.

After his fifth consecutive podium finish, Mattias Ekström is just one point behind his teammate and five points ahead of Gary Paffett (Mercedes).

Ekström collided with Mercedes driver Bruno Spengler on the starting lap and damaged the front of his Audi A4 DTM in the process.

Despite the damage he was able afterwards to drive almost the same lap times as his two team-mates in front of him.

"After the collision with

Bruno (Spengler), my car was a little slower on the straights, but except for that it was okay," said the Swede.

"That was not intentional. I was completely caught by surprise about Bruno braking so early. I'm happy that I was able to continue the race and still finish in third place."

Right at the beginning of the race and after the first pit stop, Ekström also fought captivating duels with Timo Scheider, which the reigning champion managed to decide in his favor each time.

"Of course I'm happy to have re-captured the lead of the standings," said Scheider. "The duel with Mattias (Ekström) was fair and okay. We were both fighting for the championship. That means you use your elbows of course in the case of a teammate not quite as heavily as with other rivals."

The three Audi A4 DTM cars of Audi Sport Team Abt Sportsline drove a lonely race in front of 86,000 spectators (throughout the weekend) at the front of the field and thus underscored Audi's commanding performance at the Nürburgring, which was completed by Markus Winkelhock's fourth place in the year-old A4 fielded by Audi Sport Team Rosberg. "That was a really nice quattro victory albeit without quattro drive and a superb team performance," said head of Audi Motorsport Dr Wolfgang Ullrich.

"We were strong throughout the weekend here and now have the 1-2 lead in the championship. That's a good base for the second half which started here at the Nürburgring. Everyone did a great job. And I'm also very happy that Martin Tomczyk made such an impressive comeback." Katherine Legge had to park her Audi A4 DTM after a collision with Gary Paffett in the commotion in the first turn.

Tom Kristensen was "turned around" by a rival on the first lap and retired after 13 laps because his car was too heavily damaged on the left-hand side.

After a three-week break, the DTM will visit the circuit at Brands Hatch in Great Britain on September 6.

Courtesy of TCV Motors

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