Expo shows best in innovation, creativity and ingenuity

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Mark Rozario, AIM chief executive officer

JOHOR BAHRU: Expo@Danga City Mall came abuzz as Agensi Inovasi Malaysia (AIM) kicked off the ‘AIM Innovating Malaysia Tour 2012’ or IMT2012, the first event in a roadshow series that showcased Malaysia’s best in innovation, creativity and ingenuity.

The event held on March 30-31 promised interactive, fun and experiential learning for Malaysians of all ages.

Throughout the 8-venue roadshow, 20 of the country’s top universities will be showcasing over 100 innovations in diverse fields including robotics, GOS-based augmented reality applications, mobile games development, cyber-security, lasers, biomass-based paper and plastics, manufacturing, health and optical technology.

Among the inventive innovations on display at the Johor Bahru leg were Universiti Tun Hussein Onn’s aerial fish feeding system, helmet made from the fujuk palm tree, reinforced composite, nano-surface self-cleaning lightweight construction composite and a convenient apparatus to speed up the replacement of car shock absorbers.

Universiti Teknologi Malaysia showcased their halal verification and identity management application, shore erosion control, pineapple-based plastics and paper products, a plagiarism detector and industrial ‘anti-theft’ grounding system.

Universiti Teknikal Malaysia Melaka showcased their ‘smart eye’ system to help the blind and the double-purpose safety vest school bag.

The Limkokwing University of Creative Technology exhibited their interactive games and GPS-based augmented reality applications.

Some of the country’s most inventive and successful companies also displayed their innovative products and technologies, ranging from high-tech chili to award-winning medical equipment and million ringgit machine-vision devices spawned from the creator’s passion for photography.

Adding to that amazing mix of brains, passion and creativity was ‘garage inventors’ who demonstrated how innovation belongs to everyone and can begin at home. An example is Lim Nam Aik, who put his love for robots, passion for art and concern for the environment into his robot sculptures made from recyclable materials.

However, it was not all science and technology at these events. While the innovations will blow visitors’ minds, IMT2012 promises fun, discovery and excitement for the entire family, with performances by the Floor Fever dance crew, the 2010 finalist for 8TV’s dance competition ‘Showdown’.

Nonetheless, the Sound and Music faculty from Limkokwing University of Creative Technology will demonstrate what goes into creating mesmerising tunes and emotion-inducing sound effects, and there will also be a talk on how innovation and creativity will add value to future careers.

For some lucky visitors, the takeaway from IMT2012 will not just be the experience and learning.
also lined up are ‘Learn & Win’ sessions, a rewarding activity that combines the thrilling elements of lucky draw and the brain-teasing buzz of trivia quiz.

Knowledgeable visitors stand a chance to win iPod shuffles as well as the grand prize – a brand new iPad. AIM chief executive officer Mark Rozario said other than showcasing the IPs and innovations from Malaysian universities, research institutes and companies to elicit investment opportunities, it is equally important the rakyat share the excitement.

“While the IMT2012 roadshow is designed to encourage new wealth creation through the commercialisation of innovations and intellectual properties, the more immediate objective is to inculcate the culture of innovation in the population,” Mark said.

“Malaysians must be made to realise that innovation is applicable to each one of us, no matter who we are, where we live, and what we do. Innovation is not about inventions and science solely. It is a mindset, a drive to make things better, whether it is a product, process or general quality of life.

“In other words, through the roadshow, we want to get everyone thinking and excited about innovation,” he added.
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FUTURE INNOVATORS: University students creating their own masterpieces.

LEARNING EXPERIENCE: AIM's chief executive officer Mark Rozario at the roadshow to learn about innovation.
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