The Role of Multimedia Super Corridor in the Cyber Development of Malaysia

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Abstract

The multimedia super corridor is situated in the South region of Malaysia, Kuala Lumpur, in fact the main concept of the city as the basic part of Multimedia Super Corridor, it is on the strategical master plan that how can achieve the vision 2020, the establishment of MSC and Cyber City "Cyberjays" which has plan to be able Malaysians to leapfrog in information age, in this connection the ideal environment has to be created for the attraction of world companies to use as the regional multicultural information age hub, this article will try to highlight the objective of Malaysian government for the encouragement of the cyber development of competitive cluster of Malaysian multimedia as well as I.T. Companies.

Keywords: Multimedia super corridor, cyber city, cyber java, financial centre, multimedia development.

Introduction

The Malaysia is just about to approach developing countries by using new tools to the information based countries. MSC has been the Research and Development (R and D) Centre. Actually the global forces for the information age entire country. The MSC is the pilot project for the harmonizing, as the phase two linkup with the other islands of excellence within the Malaysia when the third one is in making to include entire Malaysia as the Multimedia super corridor (MSC) annexed with the smart region all around the world. Therefore for the development of the nation in this context, year 2020 will be the final phase for the Malaysia[1].

As the MSC has been multicultural web on account of mutually dependant international and Malaysian companies and collaborating for the delivery of new products and services to the customers, the said web also extended beyond Malaysian borders and multicultural links with our neighbors. So in order to produce the products we can manufacture the components in China by using machine which are programmed and designed in Japan, the software written in India [2] and financing received from Lebuan's international offshore Financial Centre[3].

There are huge number of large and small companies in the first phase of MSC that are working with one and another and their partners lie in all over the Asia Pacific regions and the rest of the world. Small companies are the members of these companies "web" and the companies that are producing the new products and services in MSC would be the future leaders of Malaysia. There is no doubt that without the support of world Multinational Corporation the MSC bell would be a dream. In this respect we are going to get support out of some of the world's largest multimedia corporations, out of them some corporations agreed to be included with International Advisory

Panel. So to work with this project, NTT will be cooperating with us in the matter.

Cyber Java

It has noted that the area of MSC is spread over 15X50 Km (750 sq-km) and situated around the South of the Kuala Lumpur and that is also larger than Singapore, however Shah Alam Expressway is in its north side. As per schedule at the east side there is Kuala Lumpur –Seremban Highway,[4] at the North South side there is Expressway central link in the west and at the side of South there is Kuala Lumpur International Airport. Hence there are two great projects under construction i.e. Kuala Lumpur city centre complex Putrajaya and new Kuala Lumpur International Airport.

In this respect for the MSC companies and for the knowledge of workers, built as the first model Cybercity at Cyberjaya in the west of Putrajaya and it is 45 minutes drive away from the Kuala Lumpur City and the new Kuala Lumpur International Airports. While from the port of Klange and west port it is situated less than an hour distance, the occupied area i.e. about 7000 hectare and expected population in age working and living environment is as 240,000 people[5].

The supporting data illustrates that the Cyberjaya as the great city with advanced IT and telecommunication infrastructure in order to fulfill the business, residential and recreational requirement of the citizens and also 10,000 knowledge workers seeking to reside in the area, the art telecommunication network at 2.5-10 gigabits per second. The multimedia Development Corporation estimated around 500 I.T, which is in Cyberjaya till the year 2020[6]. It is also supported by soft infrastructure in view of policies, practices, financial incentive and new set of cyber laws for the environment and for the multimedia industries.

Furthermore, Cyberjaya developed symbiotic harmony between man, the environment and technology. For the development of Cyberjaya; all the care has been taken to maximize the assets of the environment, for the promotion, for spiritual, mental and physical health and cultural pursuits. On the other side, the suitable environment is created, that is also creating the atmosphere conductive to promote creativity and innovation.

The urban planning and basic network design have been completed by cyber view holdings; it is fact that for some of the pioneering project for the identification of seven specific sites, it consists with 2800 hectares based upon the market demand.

It is pointed out that the Flagship Development Zone for enterprise at the centre of Cyberjaya development, the kind for the I.T. or multimedia industry as covering 558 hectors or 20% of Flagship Development Zone for the requirement of large-scale companies according to the estimate that the land sold at RM40 per sq-ft to the MSC companies for the facilitation of company startup and business convention, the business incubators and training centers also available, the residential area consist with six neighboring clusters as well as great green spaces and the population in between 80,000 to 100,000 and also low density Bunglows, Semi detached units have provided by precinct, the estimated price of the land at RM30 per sq-ft[7].

It is also pointed out that the commercial precinct consist with office and retail space so that the demands Cyberjaya working and living population to fulfill the requirement, various commercial buildings have designed and constructed by the independent developer, it is also found that 1088 hectors of public areas represent 38% of the zone, as recreational and public areas consist of Cyber park, the cyber promenade and public facilities such as Multimedia Theme Park and Telemedine or referral hospital.

IT Infrastructure

As a matter of fact that the generation telecommunications infrastructure high capacity and fully digital supported to MSC, reliability and pricing as it has link to MSC to the regional and global centre worldwide, further that Telekom Malaysia developed the fiber optic network, during the period of 1997 and 2007 it has investing more than 100 billion US Dollar[8].

Key features of the multimedia infrastructure included, the Fiber-optic Back Bone with 2.5-10 gigabit per second capacity with the strength to handle all type of Multimedia Communication traffic i.e. board rooms remote CAD/CAM operations and live multimedia internet broadcasting, [9] it is scheduled for completion by the end of 1998 the corporate information superhighway also provided customer for the rest of Malaysia.

In this connection, high capacity Direct Fiber Links has arranged in Asia, Japan, United State of America and Europe, as the international centre for quick and free service in between MSC companies, overseas partners and export markets for the products and information, the existing gateways supported Cyberjaya in Kuala Lumpur, Kelang Jays and Labuan as the universal destinations open standards, High speed switching and Multiple protocols provide power to the development new technologies of ATM and SDH smooth network for the migration in future[10].

Regional Satellite Communication Services also provide by Malaysia East Asia Satellite System, comprised with C-band and Ku-band for the commercial leasing and related ground systems, the satellite system provide multiple digital and analogue TV and radio channels as well as high speed data channels through direct use television, video application by using very small Aperture Terminal technology wireless communication and other Value Added Services also available on competitive basis to MSC as well as mobile voices data, internet gateway, and others.

The reliability and surveillance of all network elements management system has also provided. Best-in-class performance guarantees provided telephone services installation within 24 hours, ATM circuits within 5 days and service availability range at 99.9% Duty –free importation of Multimedia equipment[11].

By using the equipment by the company in operation of Business, such MSC companies having permission to import the multimedia equipment duty free, these companies if seeking exemption from the import duties of multimedia equipment apply through the MDC separately and mention the companies business activities estimate costs, volume of imports and sources of supplies and also given facility for the refund of amount as paid on account of duty on the re-exported components who export the product of multimedia manufactured in Malaysia the eligible companies for the refunds applied as per the existing scheme "Drawbacks of Import Duty".

Multimedia Development Corporation

On the basis of development of information technology and multimedia in the country we have proved our commitment on the creation of the National Technology Council in the year 1994, it is further included that Malaysian cabinet has approved the MDC with initial capital hmLE of R/v 130 million, who serve the MSC and provide effective solutions[12].

The government corporation as appointed, the MSC in order to lead development and Management/media super corridor, it has supported leadership who taken the role as the champion and international promoters.

As per MDC that for the services of harnessing multimedia the companies of MSC having world level best environment, like a clients the MDC inspite of having government power, they

serves MSC companies, the Government appointed Tan Sri Dr. Othman Yeop Abdullah as the chairman, hence there are lot of objectives as conducting by MDC. i. To make the environment as the world level. ii. To encourage the companies of world class. iii. To create the knowledge for transfer and wealth. iv. To establish highly effective, well and value based institution.

After initial funding the Government owned, the MDC has been established under the companies ACT 1965 and also combination of efficiency and effectiveness of private company, the MDC perform as the promoter and facilitator in MSC with setting up operation, the MDC provide information to assist for the approvals of permit and license with MSC, the MDC also gives Guaranty for 30 days turnaround for the application.

The DMC manage and market as a one-stop agency, as the MDC is performing the activities under the companies ACT 1965 and free from bureaucratic red tape[13].

Digital Broadcasting

Regarding it, for the new heights in the borderless world, the region promised for exciting flies, for using MSC for the production and broadcasting option having with the entertainment companies and for the MSC as provide the uplink facilities to the Malaysia East Asia Satellites (MEASTAT-1 and 2), the high bandwidth telecommunications infrastructure as support the virtual studios,[14] with the large Malaysian industry having plays i.e. TV3 as well as Meast Broadcast Network systems to establish the broadcasting operations in the corridor ensure that the creative talent is available, the Government of Malaysia agreed to make the Flagship application, the incorporated company inputs and feedback for the execution of policy decision which is specially vital for the companies as engaged as the market and operational requirement in borderless marketing, on this flagship application, the company interested to harness the Multimedia technology, it is noted that harness multimedia technology to enhance the customer reach, for extension the regional and global markets, the local companies establish the Plate form.

Multimedia Bill of Guarantees for the MSC companies, the part of the commitments. i. For the achieving vision 2020 the Multimedia for I.T. is the priority sector and MSC as the Malaysian leading edge of multimedia development. ii. For the creating MSC specific laws, policies and the practices the MSC having the best environment in Asia. iii. The MSC have world level physical and information infrastructure. iv. Workforce of sufficient size and skills access by MSC companies. v. MSC as the regional centre of excellence in Multimedia education research and leading edge. vi. For the MSC companies there is no employment or the ownership restrictions. vii. In connection with cyber laws to use IT and to deliver value in ways, MSC has become a leader in the multimedia regulations. viii. MSC offer the best, tailored incentives and financial or the venture capital environment. ix. The tailored incentives financial and a venture

capital environment. x. MDC is right to act as one stop shop that MSC meets the need of companies. xi. MSC companies are in detailed as available incentive as well as corporate tax exemption for 5-10 years to be performed for MSC companies committing to MSC in next year. xii. On preferential basis companies of MSC infrastructure contracts awarded. xiii. The opportunity for the advisory panel for direct input to the Prime Minister or Dy. Prime Minister provided with MSC.

We think ourselves that the Government of Malaysia carried on friendly business, the MSC knowledge workers able to get in and out of MSC, treated special guests, the visa for entry; they allow 100% ownership of companies, we are certain that our people qualify and also employed by foreign companies no censor on internet and we hopefully that it is understanding on world basis, at presents MDC act as ones top agency with MSC qualified investments,[15] it was the fastest performance that the highest Building was built at the rate of one floor completed in four days, the Multimedia university as the first campus in Cyberjaya has started.

Besides us, with local and international consortia based in MSC, the government going to maintained good partnership for developing leading edge application, to create ideal environment for the growth of Malaysia multimedia industry electronic government contributed, the multimedia develops with the Government. The minister of Trade and industry made the dialogues with the private sector for the economy of the country, for the political feedback our ears always closed.

Discussion

During the period pointed out the advances in the multimedia and information technology, it has also in research and development for the substantial investment, from the research it has found that Asia lead by the MSC, to achieve the goal it is necessary to develop the cluster of collaborating high class corporate R and D centre, universities and public research, it is helpful to develop the next generation multimedia technologies, R and D cluster flagship having three core elements to achieve the goal provided the help for the improvement of human resources development of Malaysia. i. About 15 corporate R and D centre of the leading edge multimedia companies as well as the universities. ii. About 10 R and D Collaborative centre in between foreign companies, universities local firms or the institutions. iii. About 10 local R and D centre. iv. Multimedia university in Cyberjaya for the support the R and D clusters. v. About 8 to 10 large scale pilot projects for emerging multimedia technologies.

Here we would like to illuminate that the research driven companies are encouraged to take the advantage of the strength of MSC, hence growing business opportunities in Malaysia.

The commitment with the R and D of the Government of Malaysia showed increase of financial resources such

companies are getting the benefits from the strong level of support who participating in MSC.

The India and China having two of the world fastest growing economies, other economies also confident on success for the multimedia as well as information technology companies in Malaysia, there is no censorship of internet contents nor any artificial constraints imposed on the efforts to experiment new technologies i.e. band with resources[16].

The flagship applications such as electronic government, multipurpose card and other implementation, the MSC has leveraged the advantages of the location of Malaysia, the support schemes to ensure the success of R and D, it is also included funding support, incentive, access to train manpower and technical information services.

For the R and D funding has been increased in Malaysia, it is also verified the importance and commitment given to the R and D in the development of the nation, as per seventh plan of Malaysia with sum of RMI billion has allocated for the funding research project, the main objective of the programme for the foster collaboration between the public sector private sector for each implementation period allocated the initial sum of RM 200 million, various agencies institutions and companies provided the support for R and D within the MSC, the university of Cyberjaya has also commenced the operations in the temporary premises and expected for operation in new campus at the end of 1998 Putra university of Malaysia, National University MARA institute of technology, university of Malaya, Tenaga National University, Telecom and technology university and also Science and Technology of Malaysia[17].

The Malaysian technology park in MSC for the promotion of high technology through the comprehensive range of incubation and other related facilities for the start up the companies, at present there are 40 companies in TPM out of which 29 are included in multimedia or in the IT activities.

It is noticeable aspect that the technical information services are the accessible and can access by the companies to online patent search and technology scanning services as made by the Ministry of Domestic Trade and Consumer Affairs, between the private sector, public sector new collaboration ventures are encouraged to jointly invest in R and D within the MSC, to develop pilot projects in Putrajaya and Cyberjaya companies are encouraged which provide the ideal environment for the companies and also undertake R and D assignment for flagship applications.

In this connection, at the end it is stated that there is no artificial barriers created; it has also provided a unique combination of environment condition. It creates multimedia utopia for the innovative multimedia companies, as MSC has become collaborative cluster of universities and corporate R and D

centre by using the distance learning to provide the high class graduates and next generation innovations.

Conclusion

We can sum up that the MSC has taken incorporated towards global smart partnerships to invite the world community to join Malaysian digital era to shape a common future. The former Prime Minister Dr. Mahathir Bin Mohammad launched Multimedia Super Corridor for the attraction of foreign technology companies and for the success in high technology manufacturing, through this process, the government of Malaysia has achieved to forward the country up the value chain, and succeeded to create digital environment not only in the region but in ASIA, as the part of Multimedia Super Corridor the former Prime Minister of Malaysia Dr. Mahathir Mohammed opened Cyberjaya as the high technology area to enter in developed-nation status, government of Malaysia has achieved the goals regarding sustainable cyber development which has become self-regulating and empowered through the use of knowledge, skills and values inculcated within the Malaysian People.

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