



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF COMPUTING

INFORMATION SYSTEM & INFORMATION TECHNOLOGY

**REPORT OF INDUSTRIAL VISIT: Media and Game Innovation
Centre of Excellence (MaGICX), Universiti Industry Research
Laboratory (UIRL), Universiti Teknologi Malaysia, Skudai,
Johor Bahru.**

GROUP MEMBERS : 1. MUHAMMAD HILMAN B. ABDUL JALIL
(A17CS0119)

2. MD EMRUL KAYSER EVAN
(A17CS4004)

3. NURUL NADHIFAH AS SYAHIRA BT AHMAD FAKARUDIN
(A17CS0185)

4. NUR HUSNA BT AZMI
(A17CS0158)

SECTION : 04

LECTURER : DR. NOORMINSHAH BT A.IAHAD

INTRODUCTION

The Faculty of Computing organised an industrial visit to Media and Game Innovation of Centre of Excellence (MaGICX), Universiti Teknologi Malaysia (UTM). This visit assembled students from software engineering course and other courses under faculty of computing which were more than 30 students and 2 lectures included our lecturer, Dr Norminshah. The purpose of the visit is to give exposure to students about the system and the application that they developed and how it works. There are some details about MaGICX, Universiti Teknologi Malaysia:

- **Introduction about the organization**

Media and Game Innovation Centre of Excellence (MaGICX) was established in 2013. It is a strategic cooperation between Universiti Teknologi Malaysia (UTM) and Iskandar Regional Development Authority (IRDA) to support and promote the development and ecosystem of creative industry that focuses on gamification and enrichment of digital content. MaGICX will play an integral part as the anchor for the Iskandar Malaysia Innovation Valley envisioned to offer industry players/SMEs/clients technical expertise/consultation, research/product development, business development, publishing, marketing and/or training in producing commercially.

Besides, it also aspires to create an environment that contributes toward talent development, industry promotion, knowledge-sharing, and international collaboration, MaGICX's credits include projects related to augmented reality, mixed and virtual environment, image processing, computer vision, multimedia software engineering, medical computing, computer interaction, human interface, usability, animation and technology, speech and signal processing, visualization, multimedia and software innovation, and emerging technology.

The company vision is to be the anchor for Games and Gamification industry & the nucleus for Iskandar Malaysia Innovation Valley while their mission is to provide necessary support and technical expertise in research, business development, publishing, marketing and training for industry players to develop commercially viable products and services.

The organization consists of three groups; The team, research fellow and researchers.

The team

- **PM. Dr. Mohd Shahrizal Sunar**
Chief Executive Officer
- **Syazrin Mohd Noor**
Project Manager
- **Azizul bin Azman**
Research Officer
- **Noraziani binti M. Arsad**
Research Assistant
- **Ab. Al Hakam bin Ab Rahman**
System Engineer
- **Jaya bin Abdul Hussain**
IT Support

Research Fellow

- **Prof. Dr. Ali Selamat**
- **Assoc Prof. Dr. Mohd. Shafry Mohd Rahim**
- **Dr. Farhan Mohamed**
- **Dr. Mohd Yzid Idris**
- **Shukor Abd Razak**

Researcher

- **There are about 81 researcher**

- The industry that the organization is involved in





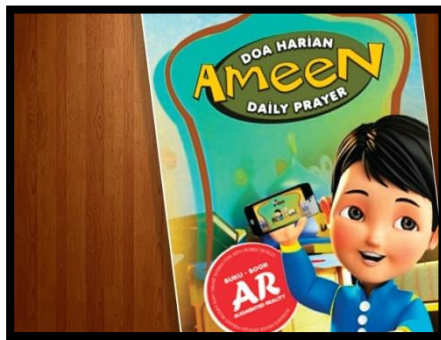
- Career opportunities

Career opportunities from this organization are:

- 1) Augmented reality programmer
- 2) System engineer
- 3) Sales and marketing manager
- 4) PHP developer
- 5) Project manager

- The applications or systems that the organization developed

- 1) Ameen Daily Prayer



This application can teach users the daily prayer in a more interesting and interactive. This application using Augmented Reality (AR) technology to provide a new way of learning. This will attract users to learn through play. Benefits that can be obtained with this application are the users will be able to memorize the prayers easier because learning through AR technology is more entertaining. Ameen Daily Prayer AR application requires users to scan specific marker using the camera application provided to show Ameen in 3D!

Category: Mobile Apps, Augmented Reality

2) i-Zikir



Zikir Penambat Rindu: A collection of zikir that desire to get closer to God. Voice by Rabbani nasyeed group. Available in CD, iPad and iPhone version.

Category: Mobile Apps

3) Didi & Friends Playtown



Didi & Friends Playtown is the combination of 12 games based on the very popular Didi's children song. Each song has an interesting concept of the game and different delivery.

Category: Mobile Games

4) Mosti Interactive Wall



Enjoy the element of interactive on the wall featuring the latest information, news, information on funds and grants, e-Perkhidmatan, customer satisfaction, department or agency in accordance to their cluster, key performance index (KPI) and lastly enjoy the paper plane game using depth motion sensor technology. This interactive wall is made exclusively by us for Ministry of Science, Technology and Innovation (MOSTI) Malaysia.

5) Boboiboy Bounce & Blast



BoBoiBoy is a Malaysian animated series produced by Animonsta Studios, centering on a boy who has superpowers and the ability to separate into three and he fight to protect the earth from alien that name Adudu threats who aim to conquer the Earth in the hunt for cocoa beans.

Category: Mobile Games

6) wARna



wARna application combines colouring activity with augmented reality technology designed to give you a magical experience while learning colouring. You just need to colour the page in the special colouring book and after scanning with the wARna application, a 3D model will appear on screen on your device to that corresponds to the exact colour provided by you.

Category: Mobile Apps, Augmented Reality

7) Boboiboy Versus

Category: Games, Kinect PC



8) InStep

Category: Information, Kinect PC



9) Rainbow Jawi

Category: Games, Augmented Reality, Virtual Reality



REFLECTION

From this visit, we knew MaGICX provides many things such as professional certification, junior coding program, augmented and virtual reality solutions, and start-up incubator centre besides, it gives the opportunity to the UTM students to expand their talents in technology industry especially in gamification industry. People who are interested in making or developing games can come to MaGICX as it provides the training and learning programme that can help them from beginner to professional level because the demands in games are high nowadays as it not just exciting but it teaches something valuable to the players example likes Minecraft game. Next, from this visit, we also get motivated with the products and services that produce by MaGICX which some of the products like ‘Ameen Daily Prayer’ apps, ‘i-zikir’ apps, ‘Didi and Friends Playtown’, and ‘Mosti Interactive Wall’ that give benefits to people where as a developer, we should create something that are not just give fun but must give more benefits to the user; to educate their mind. Besides, we also should be creative in designing the products and not to give up easily in the process of making it because to produce the best products now is not easy because the numbers of expertise developer today are high. So, MaGICX give us some tips how to be a good developer or programmer in future. Therefore, one thing that we can improve are we should enhance our knowledge about technology as it grow so fast and we should follow the development. Then, we also must enhance our techniques in programming as it the most important thing because nothing is possible without programming in current generation and from the fan to the mobile, everything is built-in programmed. Thus, as the IT students, we must strengthen our skills as the technology field are so demanding now.