



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

REPORT MaGICX

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Group: 9

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1.0) Introduction

Established in 2013, Media and Game Innovation Centre of Excellence (MaGICX) 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.



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.



Vision

To be the anchor for Games and Gamification industry & the nucleus for Iskandar Malaysia Innovation Valley.

Mission

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



People

Create a stimulating environment where everyone (internal teams, partners, businesses, researchers) will be inspired to be the best.



Partners

Nurture a winning network of researchers, businesses, investors, experts, students and consumers to continuously deliver



R&D

Be at the forefront of technological, social and business developments that will have an impact on the games & gamification industry.



Talent

Contribute to the effort in the development of human capital, which is the core fundamental of growth.



Portfolio

Create a portfolio of products that are commercially viable and able to enhance our brand name in the games and gamification industry.



Promotion

Initiate and engage in activities that will promote our capabilities in games research, design, and development.

1.0) Industrial involve

Media and Game Innovation Centre of Excellence (MaGICX) are cooperate with UTM and IRDA to support and promote the development and ecosystem of creative industry. MaGICX focuses on gamification and enrichment of digital content. Besides, the industry that involve with MaGICX is about the Augmented Reality (AR), Virtual Reality (VR). They also focusing on education. They produce an education game specialize created for the kids and children so that they easy to learn since this a new era in a development of technology. They redesigning higher education long term immersion classroom. They also apply Augmented Reality in their product since we are on the Industry 4.0. It also can attract more children to use the apps and easier for them to learn since they are use AR. MaGICX also create portfolio of product that are commercially viable and able to enhance their brand and product name in the games and gamification industry.

2.0) MAGICX(Media and Game Innovation Central of Excellent)

Magicx have numerous product and they main product is about childhood Islamic education software. Such as Didi & Friends Playtown, Rainbow Jawi Ameen Daily Prayer, InSTEP. The properties of their product is application of AR (Augmented reality) technology in the software.

AR (Augmented reality)

Augmented reality is a live direct or indirect view of a physical, real-world environment whose elements are "augmented" by computer-generated or extracted real-world sensory input such as sound, video, graphics, haptics or GPS data

MAGIX product list

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 on 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 require users to scan specific marker using the camera application provided to show Ameen in 3D!

iZikir

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

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

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.

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.

Mosti Interactive Wall

Enjoy the element of interactive on the wall featuring the latest information, news, information on funds and grants, ePerkhidmatan, 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.

Rainbow Jawi

Application Rainbow Jawi Jawi learning concept in interactive games suitable for kids and people who want to learn basic skills.

There are two main modules, namely module and game modules. Both of these modules covering various aspects of Jawi learn where to start children are given the opportunity to Jawi, write, recognize limbs and animals and many more. Having studied the science, children can practice the art in gaming activities to increase the advanced and proficient in learning Jawi.

3.0) Possible Career Opportunities

MaGICX offers huge career opportunities. As a student of Computer Science in UTM, I could see our future in MBBJ is quite promising as they are a well-known company which consists of experts in Information Technology and achieved lots of stuffs. I am sure that MaGICX could be one of the best platform for a Computer Science students like me to be in after graduating.



Based on MaGICX's vision, MaGICX more prone to gaming industry and they also look forward to a futuristic aspects such as creating or redesigning the higher education so that it relates well with the growth of our younger generation which uses technology in their daily life. As for the futuristic aspects, MaGICX will need researcher with the innovative ability to create a games or learning environment that uses technology such as augmented or virtual reality that shows a huge changes in our life which is more modern. Next, related to the gaming industry, MaGICX might need game programmer which designs and write computer codes that can run and controls a game.

When talks about games, there quite a numerous career opportunities. Audio engineer is one of the greatest role as playing games without audio is just ridiculous. Furthermore, games artist are the one who create visual elements in the game such as their characters, scenery or any kinds on objects like clothing and surface textures. In addition, a director or leader in each of the job scope. As there will be so many programmers, there will be a lead programmer which leads the programming team in creating the game's coding. Games artists also needs its leader so that they will guided throughout creating a great game without seeing a flaw to the visual matters.

Last but not least, IT support in very important in to keep the hardware in good shape. They monitor and maintain the networks, install and configure computer systems, solve technical and applications problems and many more related to hardware.