

AFFIX STAMP

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#### ABOUT MSC MALAYSIA

MSC Malaysia, formerly known as the Multimedia Super Corridor (MSC), is a national initiative spearheaded by the Malaysian Government to promote both the national ICT industry and provide a test-bed for the global ICT industry. MSC Malaysia provides a conducive enabling environment designed to facilitate companies to harness the full potential of ICT and multimedia technologies. With its ideal business environment coupled with availability of talent resources, the MSC Malaysia has attracted participation from major global ICT companies to develop and host their leading-edge technologies in the designated MSC Malaysia Cybercities. MSC Malaysia also provides the ideal growth environment for Malaysian ICT SMEs to transform themselves into world-class companies.

Driving the MSC Malaysia initiative is Multimedia Development Corporation (MDeC), a unique high powered government-owned corporation.

#### ABOUT BRITISH TELECOM MULTIMEDIA MALAYSIA

BT MM is a MSC Malaysia status company that focuses on Mobility and Broadband research. It is expanding to have 50 staff by August 2007, all Malaysians. As part of an effort to provide opportunity to Malaysian ICT SMEs, BT MM conducts Innovation Scouting to identify Malaysian companies who have innovative and novel products that can be exported to the UK. Within the last years, BT MM has filed over 30 Patents, published more than 60 papers in International Journals, created 30 Prototypes and written 30 Industry reports.

#### ABOUT BRITISH TELECOM PLC (BT) UK

BT is among the world's leading providers of communications solutions and services operating in 170 countries with 100,000 employees worldwide. Principal activities include networked IT services, local, national and international telecommunications services, and high-value broadband and Internet products and services. BT has 20 million customers within United Kingdom alone. More information on BT plc can be found at <http://www.btplc.com>

#### FOR MORE INFORMATION, CONTACT US AT:

##### British Telecom Multimedia Malaysia

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##### MSC Malaysia Client Contact Centre

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# MSC Malaysia- British Telecom Digital Lifestyle Programme

*Innovating  
The Future, Together*

# MSC Malaysia-British Telecom Digital Lifestyle Programme

The MSC Malaysia-British Telecom Digital Lifestyle Programme is a revolutionary collaboration that is about Innovating the future, together.

**MSC Malaysia and British Telecom (BT)** is partnering together to create an innovative programme tailored for Malaysia SMEs & SMIs. It does away with the conventional product R&D and commercialisation model that is costly and time-consuming, not to mention the high degree of risks involved in terms of changes in today's consumer preferences, market dynamics and technology shifts.

The concept of the programme is simple – BT will conduct the concepts & R&D required to create new products, then hand over the prototypes to selected Malaysian SMEs to further develop these prototypes into commercially viable products. In the longer term, proven successful, the SMEs may be qualified to be inducted to BT's Authorised Global Supplier(AGS).

The SMEs would also qualify to participate in MSC Malaysia's Capability Development Programmes that houses the Quality Initiatives of CMMi, ISO series and Professional Project Management as well as Intellectual Property (IP) Series Programmes

There will be a variety of areas where SMEs can participate in this Digital Lifestyle Programme. (Please contact with BT or MDeC rep for details)

## Benefits

The major benefits of this innovative commercialization model will be taking away the risks involved for SMEs to develop products and services with lower costs and faster time-to-market, leveraging on trusted technologies from a renowned partner, British Telecom, and receiving the technology transfer to further develop competencies.

## Eligibility

To qualify for participation, the company must be:

- Home-grown ICT, Electronics or Technology-based SME
- Less than 50 Staff OR
- Turnover less than RM 5 million.

## Cost of Participation

Nothing, except your time, dedication and effort. This programme is a joint-effort by MDeC and BT as an MSC service to boost the level of Innovation among the Malaysian ICT SMEs.

For MSC Malaysia's Capability Development Programmes, there will be some cost associated where we will fund 50% or which is lower the qualified programme segment that a SME participates.

## Funding for Further Development

There are various Government Funding schemes that you may be able to tap into to complete the development work. We will assist you in identifying the one that you will be eligible for and linking you with the relevant agencies.

## Selection Criteria

Being eligible does not automatically qualify a company to participate in this programme. MDeC and BT will jointly assess the suitability of the eligible companies based on the following criteria:

- Technology Capabilities
- Marketing Skills, Expertise and Track-record
- Financial Status

Open to  
MSC Malaysia and  
Non-MSC Malaysia  
Status company

## Next Step Forward if Interested

If you are intrigued by the potential opportunities that may arise from participating in this programme, please do the following:

- a. Assess the eligibility of your company. If unsure, ask us
- b. Sign-up for a 2-Day Science of Innovation Workshop using the response slip attached and mail/fax back to us
- c. If selected, sign the necessary documents and proceed to the next step
- d. If not selected, we will determine how best we can connect you to other programmes, either from MDeC, BT or other companies.

\* *Note. All applications to MDeC's quality initiatives will require MSC Malaysia Capability Development Evaluations Approval as well.*

## MSC Malaysia - British Telecom Digital Lifestyle Programme

JOIN US & BE THE NEXT  
GREAT INNOVATOR!

Company Name:

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Address:

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Contact Person:

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Tel:

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Fax:

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Email:

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Mobile:

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YES, please sign me up for the next 2-Day Science of Innovation Workshop.

Please forward me more information on MSC Malaysia - BT Digital Lifestyle Programme.

