



Multimedia Development Corporation (389346-D)  
2360 Persiaran APEC, 63000 Cyberjaya,  
Selangor Darul Ehsan, Malaysia.

T +603 8315 3000 F +603 8315 3115

For Immediate Release

## HONOURING THE MOVERS AND SHAKERS OF MALAYSIA'S IT INDUSTRY AT THE MSC MALAYSIA APICTA AWARDS 2013

*18 Homegrown Winners to Represent the Nation on the international front in Hong  
Kong*

KUALA LUMPUR, OCTOBER 7, 2013 - The MSC Malaysia Asia-Pacific ICT Alliance (APICTA) a jointly organised programme by the Multimedia Development Corporation (MDeC) and the Association of the Computer and Multimedia Industry of Malaysia (PIKOM) celebrates its 14<sup>th</sup> year by announcing its award winners and merit recipients in 19 different categories at the InterContinental Hotel Kuala Lumpur today.

17 individual category winners and 18 merit recipients were recognised within their respective categories which included 'Best of e-Learning', 'Best of Media & Entertainment' and 'Best of Start-up companies'. The 2013 APICTA Awards saw an increase in submissions compared to last year, attracting in 345 submissions. Once again, the newly introduced category, "Best of Sustainability and Green IT" saw an increase in entries which further cements the fact that Malaysians are committed to reducing the nation's carbon footprint through ICT.

The notable MSC Malaysia APICTA Awards 2013 winners were as follows: -

- Best of Communication Applications - Near Field Communications (NFC) Tag in SIM Card, Empowering All Phones to Become NFC Tag (MDT Innovations Sdn. Bhd).
- Best of Industrial Applications - LEAN Mover (Movetech Sdn Bhd);
- Best of eGovernment and Services - National Foreigner Registration (S5 Systems Sdn Bhd);
- Best of Start-Up Companies - Soft Space Sdn Bhd;
- Best of Tertiary Student Project-Creative Multimedia - Monster Next Door (Multimedia University);
- Best of Primary Student Project - Intelligent Nursing System (Sekolah Jenis Kebangsaan Cina (SJKC) Yuk Chai).



[www.digitalmalaysia.my](http://www.digitalmalaysia.my)



[www.msomalaysia.my](http://www.msomalaysia.my)

“The MSC Malaysia APICTA Awards recognises the outstanding achievements of individuals, students, entrepreneurs, SMEs and organisations who have directly and indirectly contributed to the development of MSC Malaysia initiatives. The APICTA Awards enables the cultivation of local innovators and game changers who are ready to make Malaysia a global force to be reckoned with,” said YBhg. Datuk Che Azemi Haron, Deputy Secretary General II, Ministry of Communications & Multimedia, at the awards presentation ceremony.

Tan Sri Abdul Halim Ali, Chairman of MDeC added, “The APICTA Awards is the right platform that allows our local IT heroes, be it budding entrepreneurs or industry veterans, to showcase their achievements and innovations in the local ICT scene. The awards have managed to bring MSC Malaysia status companies to greater heights expanded businesses into international markets and assisted in generating unprecedented revenue. Last year alone, Malaysia took home the top award in the Best of Security Application category along with nine merit recipients for various categories at the regional APICTA Awards held in Brunei. This no doubt speaks volumes of the capabilities of our home grown participants.”

The Winner and Merit recipients were selected by a panel of judges consisting of local industry experts and ICT thought leaders. The judging panel consisted of ICT experts, namely Stan Singh-Jit, Chairman of the Judging Committee and Managing Director of Wincor Nixdorf Retail Solutions (M) Sdn Bhd; Niran Noor, Co- chairman and Vice President of MDeC; Burhanuddin Md. Radzi, Managing Director of Les' Copaque Production Sdn. Bhd; Ir. Tejinder Singh, Deputy Chairman IT/SIG, The Institution of Engineers Malaysia; Assoc. Prof. Dr. Ewe Hong Tat, Vice President (Internationalisation and Academic Development), UTAR; and many others.

All MSC Malaysia APICTA Winner and Merit recipients will go on to represent Malaysia at this year's International APICTA Awards which will be held in Hong Kong on November 24<sup>th</sup> to November 27<sup>th</sup>, 2013.

For more information on the MSC Malaysia APICTA Awards and how to participate, as well as the International APICTA Awards, please visit [www.msicapicta.com.my](http://www.msicapicta.com.my) today.

**-End-**

For media enquiries, please contact:

Nadiah Syed Nahar / Radha Warriar  
PR Unit, Corporate Communications & Marketing  
Multimedia Development Corporation (MDeC)  
Tel: +603-8315-1820  
Email: s.nadiah@mdec.com.my /  
radha@mdec.com.my

Lauren Lim or Conrad Bateman  
Account Executives  
Text 100 Malaysia Sdn Bhd  
Tel: +603-2282-2152  
Email: lauren.lim@text100.com.my  
conrad.bateman@text100.com.my

### **About Multimedia Development Corporation (MDeC), MSC Malaysia and Digital Malaysia**

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically drive the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia), the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest in and develop cutting edge digital and creative solutions in Malaysia.

In 2011, MDeC's mandate was broadened by the Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. In 2012, Digital Malaysia was official unveiled as the nation's transformational programme to achieve this aim. Founded on three strategic thrusts, Digital Malaysia will create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy, connect communities globally and enable them to interact in real time, to increase the country's Gross National Income, enhance business productivity and improve standards of living.

For more information, please visit [www.mdec.my](http://www.mdec.my) , [www.mscomalaysia.my](http://www.mscomalaysia.my) and [www.digitalmalaysia.my](http://www.digitalmalaysia.my)