UCSI The University. *The Experience.*

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UCSI LAUNCHES ITS FIRST COMMERCIALIZED PRODUCT

MOMENTOUS LAUNCHING OF THE ILS
From left: Prof. Dr. Norfadzillah Hitam, Dr. Jimmy Mok, Mr. Rodney Tan and President Peter T.S Ng with the students.

KUALA LUMPUR, 8 January 2007 – University College Sedaya International (UCSI) today celebrated another important milestone with the launch of its first commercialized product, known as Infrared Lighting System (ILS), which was accorded several awards last year.

"We are excited about the market potential of this simple and cost-effective electronic device," said Peter T.S. Ng, the President & Vice Chancellor of UCSI.

"We believe the innovative products developed by our staff and students can play a major role in the fast growing market. We have been very impressed with the drive and commitment exhibited by our Centre for Research and Development Commercialization (CRDC) in taking this unique technology to commercialization and so we are very excited in this prospect."

According to Ng, UCSI will not only be looking at the local market but will also focus on the international market. "We are also looking at potential partners to be our marketing agency to market the ILS," he added.

"It is particularly pleasing to see this technology become the basis for UCSI's first commercialized product. We look forward to continuing the work to further develop the remote sensing industry in Malaysia," said Professor Dr. Norfadzillah Hitam, the Vice President for Research and Corporate Affairs.

According to Dr. Jimmy Mok, the Head of CRDC, one of the milestones involved in this whole process from research to commercialization was obtaining the patent number for ILS in less than three months.

This project is the brainchild of Mr. Rodney Tan, a senior lecturer in the School of Engineering cum Deputy Head of CRDC. He saw the market potential for a new concept in lighting, and began to work with a group of students to help him construct the device. Eventually, Mr. Tan and his students succeeded in inventing a unique device that will change the way homes and offices are lit.

The ILS was designed to receive an Infra Red (IR) transmission signal from any electronic devices with IR transmission capability such as TV/VCD/Air Condition remote controller, PDA, mobile phone, watches, to provide easy and wireless switching for home lighting. For example, one might turn on or off a light bulb or fluorescent light without having to reach for the switch.

The Infrared Lighting System

The press conference was held in conjunction with UCSI's School of Engineering's Final Year Project Exhibition which saw a huge turn-up from students, lecturers and industry associates.