

Winners of the MSC Malaysia - Ericsson CR Innovation Awards Help to Give “Communication for All”

The 2008 Best Application Award winners of the inaugural MSC Malaysia - Ericsson CR Innovation Awards were a communication tool supporting single mothers with their micro-businesses, and a mobile device for the blind that gives verbal directions in enclosed buildings.

Ericsson Malaysia, in partnership with Multimedia Development Corporation (MDeC) and supported by Suruhanjaya Komunikasi & Multimedia Malaysia (SKMM), launched the MSC Malaysia - Ericsson CR Innovation Awards this year. The objective of the Awards is to bridge the digital divide amongst disadvantaged communities utilizing the benefits of fixed and mobile communications.

The Best Application Award of the Professional Category went to Corpcom Services Sdn Bhd. This non-profit organization (also known as eHomemakers) uses a simple open-source, web-based system called “DWMA (Distributed Work Management Application)” to manage their network of single mothers who make products such as paper-based baskets from home. The system enables an administrative coordinator to send out an email which will be converted to SMS messages to the 500 women in their database, to help with the coordinating of these micro-businesses.

The Best Application Award of the Student Category went to a two-man team from Multimedia University who developed a prototype of a walking stick with an Radio Frequency Identification (RFID) sensor which reads RFID tags embedded in an enclosed space. The walking stick links to a mobile device which will “speak” out the directions to the blind user so that he/she knows where to go. This enables blind people to navigate in a building by themselves without assistance from others.

“As one of the judges, I am very happy and proud to see such creative ideas coming from local Malaysians and students,” said Krishna Kumar, President of Ericsson Malaysia. “We believe that the local applications industry is really growing, and this Awards makes it possible for us to see a whole new aspect of how ICT technology can directly benefit various community segments.

“This Awards is part of our Corporate Responsibility (CR) Program, *Shaping a Better Tomorrow*, which aims to nurture development of innovative applications amongst Malaysian developers. Ericsson has always been on the forefront of Corporate Responsibility globally, and we have been involved in projects like [Alokito Bangladesh](#) and [Gramjyoti Rural Broadband Project](#) in India that provide opportunities towards an all-communicating world,” he added.

About the MSC Malaysia - Ericsson Innovation Awards

The MSC Malaysia - Ericsson CR Innovation Awards is a competition for local application developers to challenge their boundaries in developing fixed and mobile communication applications for the benefit of the general community as well as communities with special needs. The Awards is divided into two categories – *Professional* and *Student*, with a Grand Prize including

a lucrative cash award of RM20,000 for each category. The 2008 Awards, which kicked off on January 24, saw 44 entries from various educational institutions and companies, from which 17 were selected as semifinalists. Besides Ericsson, SKMM and MDeC, the judging panels saw representation from Industry Partners, namely Maxis, DiGi, Celcom, U Mobile, and TM Net.

Detailed information about the MSC Malaysia - Ericsson CR Innovation Awards including the official contest form is available at www.ericsson.com.my.

For more information on Ericsson's global Corporate Responsibility activities and other projects where we are applying our core technology for the benefits of society, please visit www.ericsson.com/corporate_responsibility.

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.

For more information, visit www.ericsson.com or www.ericsson.mobi.

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About the MSC Malaysia - Ericsson CR Innovation Award Winners

Professional Category

Corpcom Services Sdn Bhd (*Best Application Award*)

Application name: Distributed Work Management Application (DWMA).

DWMA is a PC-to-mobile collaborative marketing tool on an integrated platform to enable one coordinator to efficiently manage a network of home-based single mothers to sell their home-made products.

Airbel Solution (*Merit Award*)

Application name: BELLE Graphical User Interface (GUI).

Description: BELLE is an innovative mobile user interface, incorporating a Braille language pack and Smart Menu Design that virtually allows users to access any application with a single key-press.

LTT Global Communications Sdn Bhd (*Merit Award*)

Application name: Mum My English Teacher.

Description: Mum My English Teacher is a mobile application that focuses on enhancing the English Language proficiency of single mothers, enabling them to access learning opportunities and at the same time upgrade their standard of living whilst helping their children with their school work.

WAPTech Enterprise (*Merit Award*)

Application name: SMS Reminder.

Description: SMS Reminder is a “stay-alert-monitoring” application, which can take up some of the roles of a nurse or caregiver such as reminders for daily medication and periodic health screenings, or live monitoring for the elderly.

Student Category

Team from Multimedia University (*Best Application Award*)

Application name: Trax

Description: Trax allows a blind user to browse through critical and distinct locations available in a building by themselves, by providing step-by-step instructions to assist them until they reach the final destination.

Team from Asian Institute of Medicine, Science and Technology (AIMST) University (*Merit Award*)

Application name: Braille Messaging System (BMS)

Description: This application is an add-on application to existing phones, targeted for the blind and mute, which aims to break the barrier of communication and provide the same benefits of messaging and fully utilizing the functions of a mobile phone to the physically disabled.

Team from Asia Pacific University College of Technology and Innovation (*Merit Award*)

Application name: L@ndM@rks.

Description: L@ndM@rks is an object-oriented virtually-mapped world database/application that enables the user to interact dynamically with each virtually-mapped object, targeted for communities with special needs.

Team from Universiti Teknologi PETRONAS (*Merit Award*)

Application name: E-Pedigree Pharma

Description: E-Pedigree Pharma aims to secure the flow of prescription drugs from manufacturers to distributors and on to pharmacies (pharmaceutical supply chain) by providing a system of tracking and tracing medicines.