



ADVERTORIAL

UTHM RESEARCHERS ACHIEVED EXCELLENT PERFORMANCE AT THE WORLD RENOWNED INPEX 2008

Pittsburgh, USA - The widely-renowned Invention & New Product Exposition 2008 (INPEX'08) served as this year's curtain raiser for Universiti Tun Hussein Onn Malaysia's (UTHM) participation at an international research product competition. The event was held at the David L. Lawrence Convention Centre, Pittsburgh, USA from the 11-14 June 2008.

It was UTHM's maiden participation in the competition which was organised based on a trade show concept. The competition extensively challenged and tested researchers' capability as the commercialisation aspect of products was a major factor in the judges' assessment.

INPEX'08, which is rated amongst the top trade shows in the United States of America is quick becoming a global venue. This year's participation saw competitors from a number of countries including Malaysia, China, Croatia, France, German, Hong Kong, Korea, Spain, Russia Taiwan, Netherlands and Mexico. The focus of the exposition was mainly on commercialisation. As such products were evaluated for their: (i)creativity (ii)inventiveness, and (iii)overall appeal. It was an eventful four

days of exposition and interesting seminars on patenting, marketing and product development.

UTHM chose to send five research and innovation products for INPEX'08. These were products that were credited for their excellence at the national level expositions and competitions in 2008. Out of the five products, four were successful in winning awards, comprising of one silver and three bronze awards, as presented below:

Name of Products	Researchers and Faculty	Award
Multi-Purpose Jacket (COMSKET)	Mr. Lam Kah Hoe Miss Mimi Nahariah Azwani bt Mohamad (PPKK)	Silver
Easy Morse Code Transceiver And Trainer (EMCOTT)	Mr. Johnny Chong Wei Chee Prof. Dr. Mohd Zarar bin Mohd Jenu (FKEE)	Bronze
Pulverized Palm Oil Based Fly Ash for Rapid Prototype Development (PalmoFlash)	Dr. Mustaffa Ibrahim Mr. Mohd Fahmi bin Abdul Ghafir Mr. Nasuha Saude Mr. Saifulnizan Jamian Mr. Mokhtar A. Hamid Miss Norhidayah Mohd Zain (FKMP)	Bronze
Radio Frequency Digital Interface (RFDi)	Mr. Mohd Fadel Alwi Mr. Ahmad Azlan Abd Aziz (FKEE)	Bronze

INPEX



The INPEX'08 products were judged by a panel of leading academic and industrial experts mainly of the US, as well as of a few from participating countries. Hence, this achievement was another proof of the capability and competitiveness of the University's researchers in producing potentially commercialised products.

Congratulations to all the university staff members who have contributed in one way or another towards making the participation at INPEX'08 a huge success. Special thanks to the community of researchers who have endeavoured to realise the opportunities for R&D&C at UTHM and have been instrumental in leading the way towards bringing international recognition to our beloved University Tun Hussein Onn Malaysia.

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