

# THE INAUGURAL USP SYMPOSIUM ON COMMUNICATION TECHNOLOGIES FOR UNDERSERVED COMMUNITIES

The Malaysian Communications and Multimedia Commission (SKMM) organized the USP Symposium on Communication Technologies for Underserved Communities in Seremban in June. Yang Berhormat Dato' Shaziman Abu Mansor, Minister of Energy, Water and Communications delivered the Keynote Address at the Plenary Opening Session, witnessed by more than 200 delegates from the communications and multimedia industry, representatives from State Government and Government bodies, technology experts and members of academia. The two day symposium aimed to identify the right technology-mix for the Universal Service Provision (USP) programme roll-out. This is to ensure that the universal services offered are relevant and beneficial to the underserved communities identified under the USP Programme.



Since 2004, SKMM has been rolling out multiple USP programmes in the effort of bridging digital divide throughout the country. Besides implementing USP projects within the 89 underserved districts, SKMM has also embarked on the rollout of other new projects under the USP programme which includes the provision of collective Internet access service to libraries (USP Broadband Libraries) and the creation of USP Communications Centre (UCC) located in the underserved areas.

As of 31 December 2007, a total of 71,125 individual lines and 3,259 payphones under Phase 1, 2 and 3 of the USP projects have been completed. SKMM successfully coordinated the rollout of UCC projects in accordance to the designation of the 12 sites throughout Malaysia. In addition, 44 broadband libraries have successfully been implemented.

To further strengthen the USP programme, SKMM has also conducted a review on existing USP Regulations which include

the deployment of broadband to meet the targets as set out in the National Broadband Plan and the MyICMS 886 strategy. The expansion of USP framework is expected to assist the disadvantaged communities to reap the benefits of digital opportunities that will be available through the projects.

Impact assessments were also carried out on all USP projects. The findings revealed that there is a requirement to implement appropriate technologies in the project areas. Following the impact study, the symposium was organised to seek and identify the right technology-mix for better universal service deployment in subsequent USP projects rollout. Among the key topics discussed during the symposium were 'Technology Characteristics for Underserved Deployments', 'Issues and Challenges in Implementing USP for Underserved Areas', 'Sustainable Applications for e-Community Development', 'Meeting USP Objectives through Reliable Last Mile Solutions' and 'Future Model of USP Community Projects'.

## Initiative on Inter-Carrier Blocking of Lost / Stolen Mobile Phones

SKMM organised an industry forum on an initiative to curb the growing problem of stolen mobile phones. Police superintendent Michael McNally head of UK's national mobile phone crime unit was at hand to share how the problem is being tackled there.

The SKMM initiative involves a national registry of 15-digit International Mobile Equipment Identity (IMEI) code that all mobile phones have. IMEI code numbers can be checked by mobile phone users by entering \*#06# on their mobile phone keypad. This will allow the blocking of lost or stolen mobile phones by all carriers in the country.

Local company, Nuemera Malaysia has submitted a proposal to the Government to develop the database and implement the project.



## BROADBAND LIBRARY LAUNCH FOR TERENGGANU



SKMM Chairman officially opening the Broadband Library in Dungun

The Malaysian Communications and Multimedia Commission (SKMM) launched the Broadband Library Project for Terengganu in Dungun Public Library in June.

The launch was officiated by Yang Berbahagia Datuk Dr Halim Shafie, Chairman of SKMM. Several officials from Pejabat Daerah Dungun, State Libraries and SKMM were also in attendance. The Dungun Public Library is one of the libraries selected for the Broadband Library project in Terengganu. Other libraries in Terengganu include Marang and Besut. The Broadband Library Project is part of the USP Programme and focuses on the provision of Internet access service to libraries located in underserved areas of the country.

For the USP Programme, a total of 44 libraries nationwide have been selected for the pilot project rollout and made operational by middle of 2007, covering Sarawak (25 libraries), Selangor (10), Terengganu (3), Johor (3), Sabah (1), Kedah (1) and Pahang (1).

The sustainability aspects to ensure long-term value to the community have also been built into the Broadband Library Project. This includes activities to inculcate optimum use of these facilities and continuous development of local content. With these facilities and efforts in place, it is hoped that rural communities can be more enlightened through better access to information and sharing of knowledge.

## Developing the Networked Content Industry

The Malaysian Communications and Multimedia Commission (SKMM) announced in March that INSPIDEA Sdn. Bhd. (INSPIDEA) and MURASU SYSTEMS Sdn. Bhd. (MURASU) as the first two recipients of the Network Content Development Grant (NCDG). This was done in an award ceremony held at the SKMM HQ in Cyberjaya, which was witnessed by representatives from the content development industry and related agencies. On hand to present the awards was Y.Bhg. Datuk Dr. Halim Shafie, the Chairman of SKMM.

The announcement marks a milestone in the Networked Content Development Industry as the NCDG, which was launched in July last year, is set to facilitate and encourage Malaysians' involvement in the creation, production and distribution of highly creative, original and marketable content for domestic and international markets. The RM20 million grant schemes will provide funding assistance to suitable content developers as part of the MyICMS 886 strategy.

INSPIDEA, an animation company, received the NCDG allocation to develop the sequel to a successful animation venture, Mustang Mama. The sequel, called Mustang Mama Die-Hard Sports Fan, is targeting the global market in conjunction with the Beijing 2008 Olympics. MURASU, a mobile application and content development company, was given the grant to develop the MobileJawi applications and content which will enable users to learn Jawi, send messages in Jawi and create Jawi-based content on their mobile devices.

SKMM intends to nurture sizeable talented Malaysian content developers by addressing issues such as funding especially for newcomers with good potential. In addition, SKMM is also keen to increase the level of acceptance of local content, both domestically and internationally, by using the grant to promote world-class content and devising regulatory initiatives. SKMM is driven by the national policy objective to project local values and the Malaysian identity to the world.

## LAUNCH OF KL WIRELESS METROPOLITAN PROJECT

Kuala Lumpur, 12 Mei 2008 – The “KL Wireless Metropolitan” or “Wireless@KL” aims to turn Kuala Lumpur into a ‘wireless city’ with world class communications infrastructure. It was jointly launched by Yang Berhormat Dato’ Zulhasnan Rafique, Menteri Wilayah Persekutuan and the Kuala Lumpur Mayor, Yang Berbahagia Datuk Abdul Hakim Borhan in the presence of representatives from relevant government and industry bodies.

The KL Wireless Metropolitan project is undertaken by Dewan Bandaraya Kuala Lumpur, SKMM, Synapse Technologies Sdn Bhd and Packet One Networks (M) Sdn Bhd. There are two main components: Wireless@KL and the Kuala Lumpur city Portal.

The Wireless@KL project which will be implemented by Packet One Networks (M) Sdn Bhd aims to increase broadband penetration and usage in the city. WiMAX technology will be used to provide up to 1,500 Wi-Fi zones in the first phase to public areas, commercial centres and government facilities.

This project is a major initiative under the “Klang Valley Broadband Push” (KVB90) which aims to take broadband penetration in the Klang Valley to 90% by 2010.

The kul.com.my city portal will provide information on all things in the city and will build on already existing websites set up by the



government and private sectors. It will aggregate information on subjects ranging from current news, development, economy, business, tourism and entertainment.

## EXPERIENCING CONVERGENCE. MyBROADBAND '08 CONFERENCE AND EXHIBITION



The Malaysian Communications and Multimedia Commission (SKMM) launched its Experiencing Convergence.MyBroadband '08 Conference and Exhibition at its Headquarters in Cyberjaya in April. The Conference and Exhibition, jointly organized by the Ministry of Energy, Water and Communications (KTAK) and SKMM will be held from 28th to 30th October 2008 at the Kuala Lumpur Convention Centre.

The soft-launch officiated by Yang Berbahagia Datuk Dr Halim Shafie, Chairman of SKMM was held to inform potential participants and the public about the upcoming Conference and Exhibition. The exposition is expected to be a major event for the Communication and Multimedia (C&M) industry as two forums Experiencing Convergence and MyBroadband conferences will be held simultaneously.

The Experiencing Convergence forum will carry the theme of ‘Collaboration and Innovation’, while the MyBroadband forum will feature the theme ‘Broadband: Going for Growth (G4G)’.

“The event is expected to be the largest gathering of industry players, regulators and consumers of the Communication and Multimedia industry,” said Datuk Dr Halim. “We are not only targeting the technology savvy groups. We will also be addressing the interests of general consumers, as well as those from small and medium-sized industries who can truly benefit from the knowledge and

experience gained from this Conference and Exhibition,” he added.

This year is special as the Ministry of Energy, Water and Communications and SKMM will celebrate, together with the industry, the 10th Anniversary of industry convergence.

Along with the Conference, the Experiencing Convergence Exhibition will also be held to showcase the latest advances in technology, solutions and applications. The main attraction of the Exhibition is the Digital Home showcase. The model Digital Home will allow visitors to experience the latest communication and multimedia technology.

“Visitors will have the opportunity to experience the true meaning of convergence for the consumer,” said Datuk Dr Halim.

# The World Cyber Security Summit



The inaugural IMPACT World Cyber Security Summit (WCSS) was held in Kuala Lumpur, Malaysia on 20 - 23 May 2008. SKMM served as the host of this summit.

The WCSS included the inaugural meeting of the IMPACT International Advisory Board (IAB), a ministerial roundtable, plenary sessions as well as technology and information sharing sessions for in-depth discussion on the latest cybersecurity threats, trends and issues.

IMPACT's inaugural World Cyber Security Summit (WCSS) was the largest ministerial-level forum ever organised on cyber-terrorism and security. Government ministers, industry leaders, technology luminaries and international cybersecurity experts from 27 countries were in attendance, including Australia, Canada, India, Japan, Malaysia, Mexico, Saudi Arabia, Singapore, South Korea, Thailand and the United States.

Prime Minister Datuk Seri Abdullah Ahmad Badawi delivered the keynote address. Dr Hamadoun Touré Secretary-General of the International Telecommunication Union (ITU) also spoke at the conference.

The goal of the Summit was to chart the future course for IMPACT as a global multilateral platform facilitating the partnership between governments and the private sector in combating cyberthreats.

At the summit 26 countries came together to form a global cyber-security group: the International Multilateral Partnership Against Cyber-Terrorism (Impact). The founders said that IMPACT was formed because international efforts, including a cyberattack "early-warning

system", were needed to stop people posing a threat to governments by compromising information systems.

As part of this effort, leading security figures from industry and academia will establish an "early-warning system". The Impact Centre for Global Response will facilitate swift identification and sharing of available resources to assist member-governments during emergencies. The system will proactively monitor Internet threats, and provide global points of contact for governments during an emergency.

Impact will also play a role in cybercrime policy formulation and international cooperation through its Centre for Policy and International Co-operation. There will also be training initiatives through its Centre for Training and Skills Development, and the promotion of security best practice through its Centre for Security Assurance and Research.

