ONLINE VIRTUAL MALAYSIA WALKTHROUGH (MAWA)

(Experience the Culture)

This report submitted to Graduate School in partial fulfillment of requirement for the degree Master of Science (Technopreneurship), Universiti Utara Malaysia.

By:

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EXECUTIVE SUMMARY

Five years ago some of us became familiar with the term ‘virtual reality’ by reading in computer magazines that soon one will be able to visit cultural heritage sites using a computer. Today, some of the websites display three dimensional (3D) models of objects, buildings and sites so that one can visualise these models from any angle by rotating them on the computer screen. This visualisation is improving and will soon allow the ‘virtual visit’ of a site, of heritage buildings and of objects surrounding them. This improvement has introduced the term ‘virtual tourism’ thus providing new tools for heritage site interpretation and presentation, and for sustainable tourism.

Online Virtual Malaysia Walkthrough or MAWA is an application that takes Malaysia to the world. Virtual is a representative word for digital or cyber world. MAWA promotes Malaysia in virtual form to attract tourists all over the world to know how Malaysia looks from a far. The tag line is experience the culture. This project would also allow exploring the uses of virtual reality to improve the presentation and interpretation of cultural sites and to extend the carrying capacity of heavily visited sites.

The targeted market is the foreign tourists, and the strategy is to attract at least 1% of the total forecasted tourist who will need to pay an access fee of USD20 per entry.
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CHAPTER ONE

INTRODUCTION TO THE COMPANY

1.1 Company Background

The company is called AMS Solution. All of the partners are from the Multimedia and IT background. Even though all came from the same background, the expertises are different and that differences are taken as our strength. We divide our task to three parts, Technical, Marketing and, Administration. For the technical part, it covers all about the research and development of the project. Marketing part is to make sure the project gets to the targeted and potential customer. The administration part task is to make sure all the operational works smoothly. All parts have to make sure the project is accepted by the customer. Refer Company Profile (Appendix A) for more detail about AMS Solution.

- Vision

  We aim to be one stop center IT provider in Web Application Development, Multimedia Development and IT Training.

- Mission

  - To build a profitable company renowned for its quality.
  - To develop and improve our product and services to meet our customer’s needs.
  - To continuously do research and development to remain competitive.
  - To be a good corporate citizen.
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REFERENCES


