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Tajuk : Conference To Exchange Knowledge, Share Experiences, Says Dr Shahren.

# Conference to exchange knowledge, share experiences, says Dr Shahren

**KUCHING:** Kuching was chosen to host the 3-day second international conference of Interactive Digital Media (ICIDM) 2013 which ends today.

Universiti Malaysia Sarawak (UNIMAS) Dean of Faculty of Cognitive Science, Associate Professor Dr Shahren Ahmad Zaidi Aduce said that the advent of new interactive digital media has brought about a profound transformation in the way people communicate and share knowledge and information.

"New technologies such as those in augmented and mixed reality offer vast opportunities for a better social participation and engagement," he said when officiating at the ICIDM 2013 at a hotel here yesterday.

He added that the conference would provide a platform for researchers to exchange knowledge and share experiences on the progress of interactive digital media.

"I hope that this conference will bring about awareness as well as positive changes and development, socially and culturally," he said.

Meanwhile, ICIDM 2013 General Chair, Associate Professor Dr Mohd Shahrizal Sunar said that nowadays, Digital Media Computing is a cross discipline widely applied and is becoming the most popular medium being used especially in advertisement, education and medical.

"On this potential, our committees are very excited to organise



**ASSOCIATE** Professor Dr Shahren Ahmad Zaidi Aduce (left) using his right palm to officiate the ICIDM 2013, while Associate Professor Dr. Mohd Shahrizal Sunar look on.

this conference as a platform to gather experience and technological expertise from academicians, researchers, and professionals from the industries," said Shahrizal.

He added that the conference brought opportunities to invite new innovative invention in the interactive digital media in particular and to promote beyond entertainment and digital lifestyle that support many government initiatives.

"Such as the government's agenda and programmes to improve the economy and human capital namely Digital Malaysia, National Key Economy Areas (NKEAs) and Economic Transformation

Programmes (ETP)," said Shahrizal.

He said with the opportunities provided it is hoped that the people will use them wisely.

"This year, all selected presented papers will be indexed by the largest computing and electrical engineering database, IEEE Xplore," he pointed out.

Among those present were representative of IEEE Malaysia Computer Society, Professor Dr Ali Selamat, UNIMAS Director of the Centre of Excellence For Semantic Technology and Augmented Reality, Dr Edmund Ng Giap Weng, and Universiti Teknologi Malaysia (UTM) Dean of the Faculty of Computing, Dr Mohd Arzaini Maarof.