

Launch of first AR-Book brings to life native folklore

NST 21.12.2018 10

By MOHD IZHAM B. HASHIM

KOTA KINABALU: Reading a book will never be the same with Augmented Reality (AR) technology and it is bringing native folklore to life, following the launch of Sabah's first book yesterday at Universiti Malaysia Sabah (UMS) which offers AR experience for readers.

Through its innovative AR-reader app, young readers are able to interact and relate to the stories in the book 'The Giant and the Longhouse Folk' which is a compilation of three native folklores which is also included with 27 quizzes also known as the Sundalit by Kadazan and Dusun cultures in Sabah.

"We want to bring native folklore of Sabah to life; it's fantastic that such stories can be told through the wonders of AR technology which allows readers to interact with the book by solving quizzes," said Professor Dr Low Kok of Universiti Malaysia Sabah (UMS) Faculty of Arts, Humanities and Heritage.

Furthermore, he noted the book is a rich source of indigenous folklore which can be enjoyed by all readers and well-suited for readers below 15 years old.

In his address, Sabah Minister of Education and Innovation, Datuk Yusuf Yaacob said the book launching represents the University's innovation in promoting native folklore with new technological advancements.

"It is hoped that such endeavours can become the catalyst to more innovations in which Augmented Reality is one of the nine main cutting-edge advancements in ushering the 4th Industrial Revolution apart from Data Analytics, Cybersecurity, 3Dprinting and the internet of things among others," he said in the text of his speech delivered by Assistant Minister of Education and Innovation, Mohammad Mohamarin.

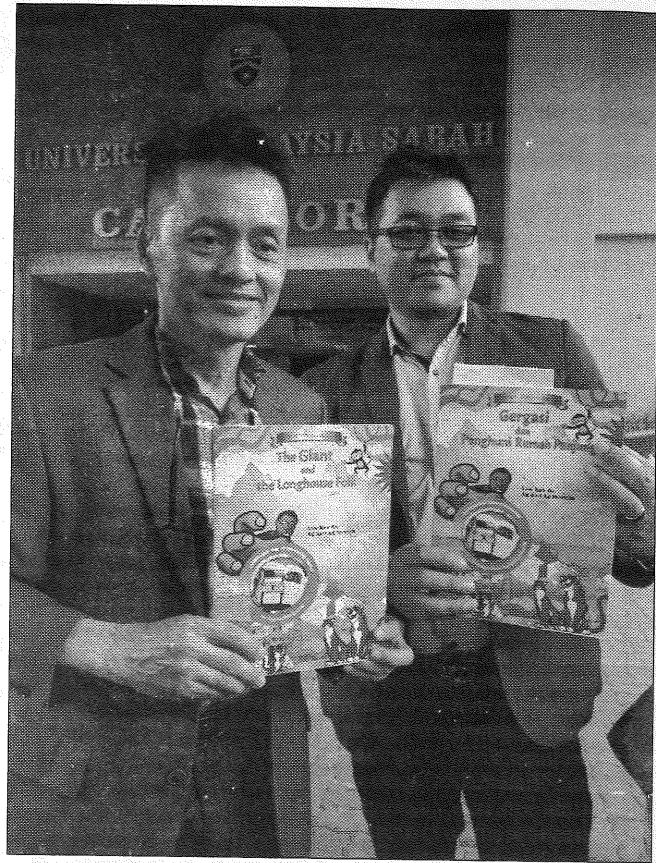
The beautifully illustrated book which is assisted with AR technology is the result of a joint collaboration between UMS and Dewan Bahasa dan Pustaka (DBP) which aims to introduce newer experiences through innovations for readers.

Among those who witnessed the auspicious event include Director of Sabah Dewan Bahasa and Pustaka, Aminah Awang Basar who represented Deputy Director (Policy) of DBP Datuk Abang Salehuddin Bin Abang Shokeran.

The publication is jointly produced by Dr Low and Professor Dr Awang Asri Awang Ibrahim from the UMS Faculty of Computing and Informatics, and is available in both English and Bahasa Malaysia.

Meanwhile, UMS Deputy Vice Chancellor, Professor Datuk Dr Shahril Yusof said the book introduces new interactive way for readers to learn from books through their smartphones which makes learning more fun and exciting.

"I would like to congrat-



Sabah's first book with Augmented Reality (AR) technology, Prof Dr Low (left) and Prof Dr Awang Asri (right) with copies of the newly launched book 'The Giant and the Longhouse Folk'.

ulate the creators behind this innovation which not only managed to provide new learning experiences for readers but also promote native folklore on cutting-edge platforms," he added.

The achievements of this innovative book has been recognised nationally and in-

ternationally in Innovation Competition in 2014, and won the bronze prize at the Seoul International Invention Fair in South Korea, and gold at the PEREKA UMS, and silver at the International Invention, Innovation and Technology Exhibition (ITEX) in Kuala Lumpur.