MaGICX: Media and Game Innovation Centre of Excellence

Incorporating immersive technologies like Augmented Reality (AR) and Virtual Reality (VR) into a variety of sectors is part of the fourth industrial revolution, which is referred to by the 4 IR digitalization projects. Upskilling refers to the process of providing training and giving people certification to enhance their knowledge and abilities in a certain field, like immersive technology.

MaGICX is dedicated to offering the research center and ensuring that its employees and members receive comprehensive training from Unity Authorized Training Partner (UATP) in order to foster and develop knowledge, prioritize quality, and produce training at the highest quality, in accordance with the growing demands of the IR 4.0 revolution.

MaGICX Ecosystem

The goal of the MaGICX ecosystem is to provide an environment that promotes sustainability and growth at institutions of higher learning. In the IR 4.0 digitalization projects, this ecosystem can assist in matching industrial demands to determine the benefits and possible downsides of immersive technology. The ecosystem can contribute to a rise in new research collaborations by providing business and academics with IR 4.0-related courses.

Group 7 Members:

Siti Athirah binti Abd Malik	A24CSO189
Choong Sin Qi	A24CSO236
Balqis binti Mohd Sarmizi	A24CSO053
Yeo Ling	A24CSO314
Nurul Athirah binti Zakaria	A24CSO175

Introduction to Immersive Technology

The five components that make up MaGICX combine to produce an exciting platform for immersive tech applications. Technology is the first of these components.. Modern immersive technology, such as advanced software and design platforms, is supported by MaGICX. These resources serve as a base for creating and implementing cutting-edge solutions in industries like healthcare and education.

The second key element of MaGICX ecosystem is the Platform. This platform facilitates easy access and communication amongst many businesses by serving as a single location for hosting and maintaining immersive apps. It serves as a platform for delivering digital experiences to end users, making sure that it works with a range of devices to optimize usability and outcomes.

Content Enablement is the third backbone of MaGICX. MaGICX places a strong emphasis on upskilling content enablers like designers, developers, and educators so they can produce high-quality content. Through this specialized training, MaGICX empowers these professionals to applying the full potential of immersive technology, effective learning materials, simulations, and interactive media.

The fourth component is End Users. This element is important to ensure that users not only have access to innovative learning tools but also gain authentic certificate that validate their skills and knowledge in cutting-edge technologies.

Finally, Industry Use Cases form the fifth element, where MaGICX works closely with various industries and communities to recognize practical applications of immersive technology. By addressing industry-specific needs, MaGICX helps create solutions that are both impactful and relevant, supporting the digitalization of processes and enhancing productivity across sectors.

Reflection on this Industrial Visit

Innovation has a big impact on many aspects of human daily life, making life easier and better. In healthcare, technologies help doctors find diseases and treat people early and effectively. Wearable health devices like smart watch or smart ring helps a lot owing to the fact that those devices can track people's health data such as heart rate, sleep patterns and oxygen level. From this industrial visit, I learned that innovation assists human life from education aspect. For instance, interactive tools like VR headset be extremely helpful for teachers to teach students perform dangerous experiments virtually as some experiment involves explosive or flammable materials.

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