

CORPORATE PROFILES & PROJECT PROPOSAL



**RL DYNAMIC ENGINEERING
SDN BHD**

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a step ahead with quality

Are you giving your
business the digital edge?



RL Dynamic Engineering Sdn Bhd (RLDE) is a MSC Status company focusing on Engineering Services and Multimedia Engineering Services. RLDE that acts as a “catalyst” to cater the needs of industries with high quality standard of Aerostructure / Computer aided design and analysis and Interactive Virtual Manual/Interactive Multimedia Branding Solutions.

RLDE was incorporated in 1997 and currently has an office in SME Technopreneur Centre Cyberjaya. RLDE has domain expertise in Engineering and Multimedia Engineering. Our team consists of multi-skilled professionals with high creative talents and engineering knowledge from various platforms. RLDE's Management is drawn from various industries and brings to the company a wealth of experience and an unceasing flow of ideas to help us identify client needs and new areas of business and industry growth.

company profiles...

SUPERIOR SERVICE

SUPERIOR QUALITY

CONSTANT INNOVATION



multimedia engineering..

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Interactive Virtual Manuals is a conversion of hard-copy manual which is obtainable in the form of text and data into the realm of graphics, sound, images, full-motion video, and 3D Simulation digital manual:

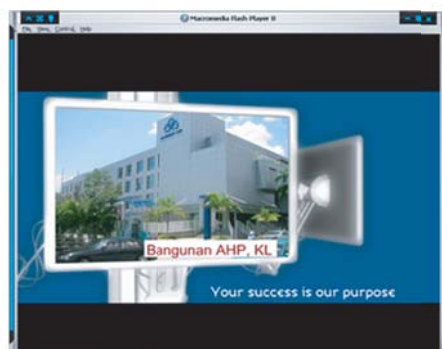


Virtual Training Manual (VTM)

Virtual Training Manual (VTM) allows the trainer to illustrate each step of the training scenario with a corresponding 3D simulation and video on the technical procedures. VTM will be presented in the interactive and user friendly manner to reinforce the trainee knowledge and understanding.

Virtual Technical Manual & Operational Manual

Virtual Technical Manual provides the user details information on technical support, maintenance and operations. This application provides user visually oriented approach on technical procedures of the maintenance and operational. The main objective is to place engineers, technicians, designers, professionals, and staffs in an environment that easily experienced and have better understanding the required operations.



Virtual Part Catalog & Virtual Assembly / Disassembly Manual

Virtual Part Catalog contains list of parts in the form of 3D models. Each Item can be provided with a detailed description with 3D View on the assembly structure. Virtual parts catalog can be used as standalone catalog, or integrated with existing online applications such as parts ordering systems, or customer support services.



our methodology...

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Strategy

To do our job well, we need to understand your business. We want to know

as much as we can about your industry, products, markets, customers, competition...We would gather some of this information through research, but most of it would come by listening to you. The phrase of strategic planning involves:



- >> information gathering
- >> needs assessment
- >> audience review
- >> branding
- >> goals / objectives budgets
- >> scheduling

Design

Now it's time to put the strategic plan into action. With a clear path defined, we tackle the creative elements. How will the audience react and interact with this message? The design phase includes concept development and the creation of look, feel and tone of the communication. It's what gives your project its unique identity

- >> brainstorming
- >> creative brief
- >> content gathering
- >> copy / script writing
- >> design development
- >> layout development





Interactive Branding Solutions..

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Interactive Branding Solutions is a conversion of hardcopy brochure, catalogue and documents which is obtainable in the form of text and data into the realm of graphics, sound, images, full-motion video, and 3D Simulation digital manual:

Web Design and Development Solutions

To design and develop dynamic website for manufacturing industry which include e-commerce application. This website able to market the company online in graphical format and in addition it contains business to business (B2B) application to support manufacturers to sell their product online:

- ++ Portal design and development
- ++ Content management
- ++ Online promotions
- ++ E-Commerce solutions
- ++ E-Newsletters



Multimedia and Video Solutions

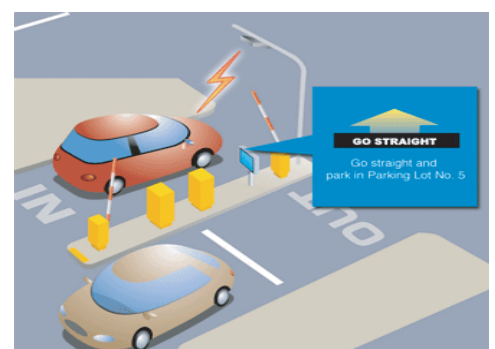
To design and develop multimedia presentation that clearly illustrate and visual client product or services with video, multimedia and special effect:

- ++ Product Presentation & Demos
- ++ Special Event Presentation

Virtual Reality Solutions

To design and develop virtual walkthroughs that allow prospect to explore and visualized 360 degrees of the entire manufacturing plant facilities and manufacturing processes:

- ++ Manufacturing Processes Tour
- ++ Plant and Facilities Tour





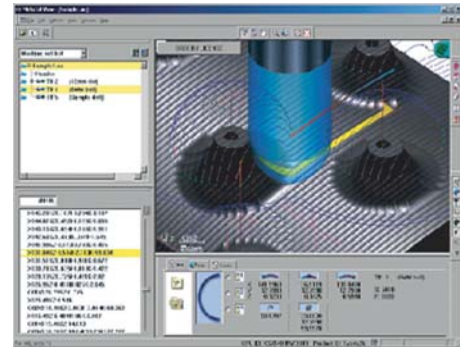
virtual manufacturer..

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With the current pace of technological change and the rapid spread of the World Wide Web, advertising online provides a gateway to the fastest growing media audience the world has seen.



Online advertising provides an interactive element like no other traditional advertising medium. Web-based advertisements allow companies to develop a one-to-one relationship with prospective and existing clients. With one click of a mouse a viewer can be transported to the Virtual Manufacture. This element can be a vital addition to businesses that target audiences which are constantly bombarded with traditional print, visual and audio media messages.

Virtual manufacturer act as a " Online Sales Leader" that posses high value benefits and features to bring your company to the top notch companies in world. Virtual Manufacturer enable manufacture to reach as many of the target audience as frequently as possible for the least amount of cost. RLDE does this by combining a wide range of technical and programming expertise with top-notch strategic, design, content and creative teams to develop full-service multimedia solutions. Having your information in The Virtual Manufacturers gives you the opportunity to expose and recognized globally.



benefits & customer value..

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- 1. Powerful :** Television and video are the most powerful communicative tools in history. Video allows you to communicate your message quickly and effectively, while holding your viewers' interest.
- 2. Convenience:** Video doesn't infringe on your prospect's time. He or she can watch at their own pace, wherever and whenever they want--including at home.
- 3. Cost-Effectiveness :** Producing a sales video often costs no more to produce than a high-quality 4-color brochure. What's more, one of video's major advantages is its ability to give a great deal of information in a short amount of time. A well-scripted, 8 -minute video can give as much information as an entire stack of print materials!
- 4. Video gets results :** Using video to promote your products or services will give your company a competitive edge. For example, Soloflex, Inc. offers a free video demonstrating its \$1,000 exercise system. Each tape only costs the company \$8.00 and nearly half of those who view the video order a system.
- 5. Image :** Using video can help your organization project a positive image. Video can also help your company increase brand visibility.
- 6. Standardization :** Video presents standardized information for every viewer, every time. This is especially important in training applications, because it allows the viewer to go back over areas they missed. Remember, video never has a "bad day"!
- 7. Effective Introduction :** Video makes a great ice-breaker for sales calls on new prospects. Rather than the salesperson trying to give a mental image of the company, video can do it with pictures, music and exciting special effects. A corporate overview video can also create a friendly, caring image for your company by introducing viewers to upper management and key members of your staff to put a "face with the name".
- 8. Attention :** With video, you can expect nearly 100% viewership. People will watch your sales video, because it is a unique presentation. Market studies show that nearly everyone given a promotional video will watch the tape in its entirety--out of curiosity, if nothing else.
- 9. Versatility :** The same video can be used at sales meetings, trade shows, point-of-purchase displays, for customer training and as a video brochure.



benefits & customer value..

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10. Simplicity : Video is an excellent way to sell a product that has any degree of complexity. Video lends itself particularly well to small, highly-technical products, because it can get "inside" the product to show how small parts work.

11. Vitality : Video can show your product in action, something brochures can't do. It can bring your product's features and benefits to life!

12. Resourceful : Video saves travel costs. For companies who do business with distant customers, it's an ideal medium, because the average sales call costs approximately \$600, including travel and lodging. Using a video in lieu of the trip can substantially decrease your cost per customer contact. We can also reproduce the video message in any language in the world.

13. Personable : You may not be able to get every prospect to come and see your facility, but with video, your facility can come to them. Video will take a viewer right inside a manufacturing plant to see the entire production process, including the quality of materials and workmanship that goes into your company's products. Video also allows them to view your facilities at their convenience--even at night or on the weekends!

14. Preferred Medium : Today's "visually literate" society gets most of its information from television: 9 out of 10 Americans say that television is their primary news source. Marketers are realizing that video is increasingly becoming the medium of choice.

15. Persuasive : One of the reasons why video is such a powerful medium is because it involves the viewer's emotions. Even for businesses, buying decisions are often made on an emotional level. The ability to reach a prospect with images and sound can be incredibly persuasive.

16. Time-Saver : Video saves time, because the message can be presented more quickly. A recent study conducted by Pennsylvania University's Wharton School of Business discovered that video speeded-up buying decisions by 70%.

17. Precision : With video, you have complete control over the message. Viewers are presented with only the information you want them to receive, in the exact order you want them to receive it.



key features & benefits..

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2) Central player - RICH VIDEO, RICH 3D SIMULATION, RICH AUDIO - Powerful, persuasive and precision digital edge sales tools

1) Navigation – UNLIMITED SEARCH UNLIMITED INFO - search for a particular industry, search top players, search product and/or service. Change to your convenience language .



3) Forum Snippets - EFFECTIVE DISCUSSIONS EFFECTIVE TALKS EFFECTIVE IDEAS – Business talks meeting point



4) News Channel & RSS Feeds- LIFE BROADCAST EXHIBITION, POWERFUL BREAKING NEWS - Manufacturing Informative Centre



5) Random Picks – MORE RECOGNITION MORE LEADERS – Exhibit Manufacturer product & services



6) Newest additions and Investor Specials.- BETTER TRAINING BETTER KNOWLEDGE – Pools of interactive & visual based training for investors on policies & strategies

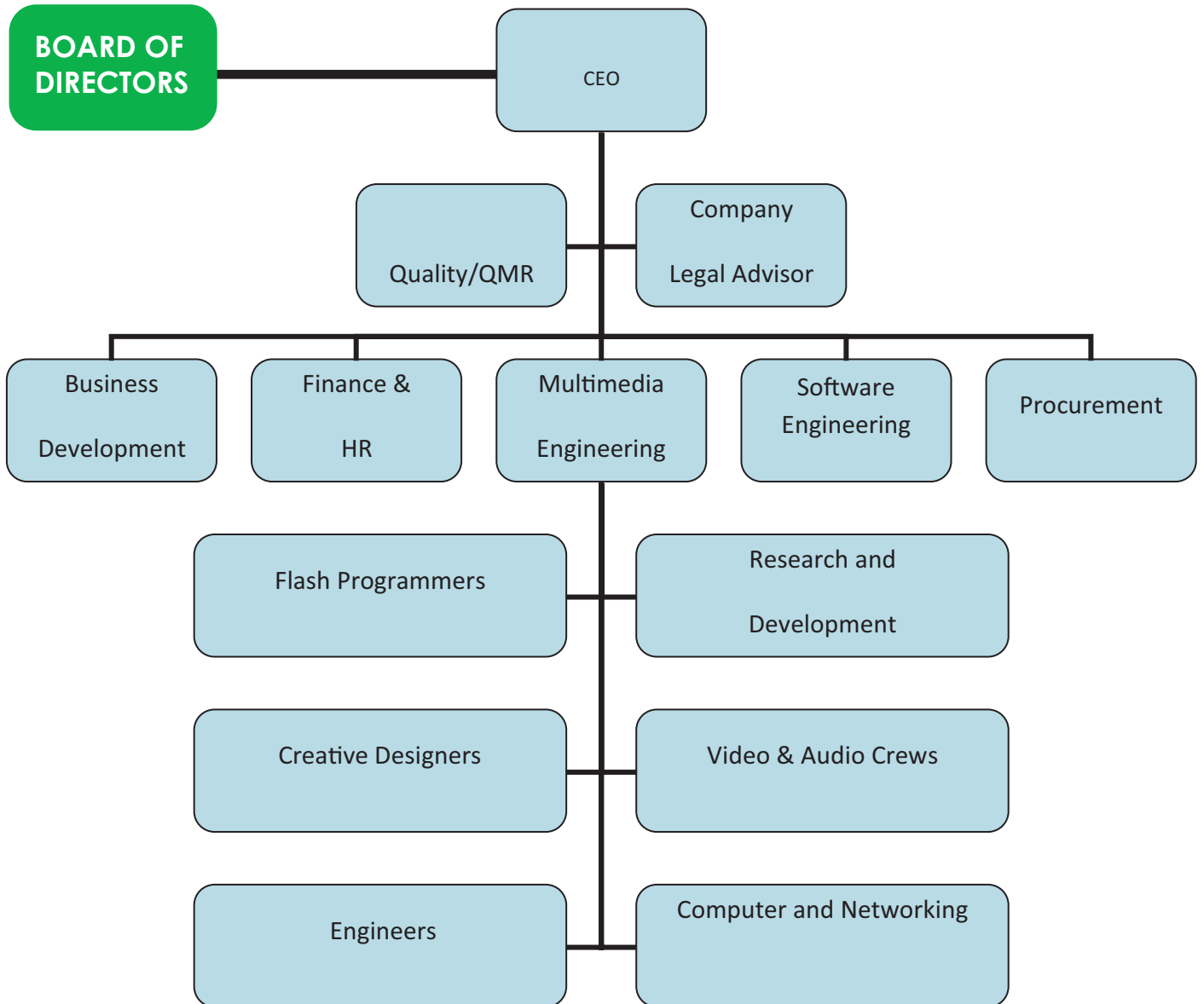


organizational charts..

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RLDE clients..

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Why Choose Us..

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We understand communication

we understand that every piece of communication, whether corporate or brand, must be based on a solid strategy that in turn is born out of an understanding of your business : products, markets, manufacturing, competition..so that the creative solution that we create is sharply focused to meet your business objectives.

We are multi-skilled

2D and 3D animation, flash animation, non-linear editing, video editing, multimedia authoring, writing, visualizing, web programming..we have them all. As the result, the work that we create for our clients are rich in both content, form and presentation style.

We have everything in-house

video cameras, lights, non-linear editing systems, recording facilities, a shooting floor, high-end graphic workstations..we have all these with us. Which means we are equipped to meet sharp deadlines and tight budgets.

We always exceed clients expectations

even if our clients expectations are modest, we always set very high standards for ourselves. The bar is set high irrespective of the clients budget because we believe that long after the cost is forgotten, it is the quality of the work taht stays in the clients mind.

