



**ASIA PACIFIC MOBILE LEARNING
& EDUTAINMENT ADVISORY PANEL (APACMLEAP)**

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Prof Asma Ismail
Deputy Vice-Chancellor (Research and Innovation) and Director,
Institute for Research in Molecular Medicine, (INFORMM)
Chancellory,
Universiti Sains Malaysia
11800 USM, Penang,
Malaysia

ATTN: PROF ASMA ISMAIL

Dear Prof Asma

Greetings. As mentioned we were informed of Prof Rozhan M Idrus's initiatives on putting Physics on the mobile platform and his paper "Using SMS mobile technology for M-learning for Physics distance learners at the Universiti Sains Malaysia" refers.

Asia Pacific Mobile Learning & Edutainment Advisory Panel is pleased to inform Universiti Sains Malaysia is among the recipient of the APACMLEAP Mobile Learning Initiatives Recognition 2009.

This year our APACMLEAP Mobile Learning Initiatives Recognition will be given out at the MobileWorld Star Awards Gala Dinner 2009 at Hotel Istana on 21 Oct 2009. The spectacular and exciting gala dinner will bring together the movers and shakers of this exciting industry. The evening will also be one of recognition and achievements. Prestigious awards will be presented in various categories ranging from mobile devices to services and contents.

Asia Pacific **Mobile Learning Initiatives Recognition** started in 2008 to recognize institutions and organizations that have taken steps to promote mobile learning vide :

- development of content and/or applications
- promoting mobile learning content through their channels
- promoting mobile learning vide workshops/seminars or conferences

Thank you.

Yours Faithfully
LTT GLOBAL COMMUNICATIONS SDN BHD

RANI WEMEL
Secretariat

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