

**THE OUM APP**  
Mobile Learning Deployment System  
For Open University Malaysia

Powered by  
**Fireworks Solutions Sdn Bhd**  
Content by  
**Open University Malaysia**





**This project is a partnership between OUM & Fireworks.**

Open University Malaysia was established in August 2000 and is the nation's first open university

Fireworks Solutions Sdn Bhd is the technology partner in this project. Fireworks is a Digital Innovation Agency since 2003.

# M-Learning Solutions For Universities & Education Centers

A New Generation of Education System that enable Students to purchase and consume educational materials from their Smart Mobile Devices such as iPad, iPhone, Android Phones & Android Tablets.

Educational Materials are designed to be interactive, multimedia and viewable anywhere, anytime, with or without internet connectivity.

The OUM App integrates with the existing E-Learning Platform and Student Database, extending the accessibility of learning materials

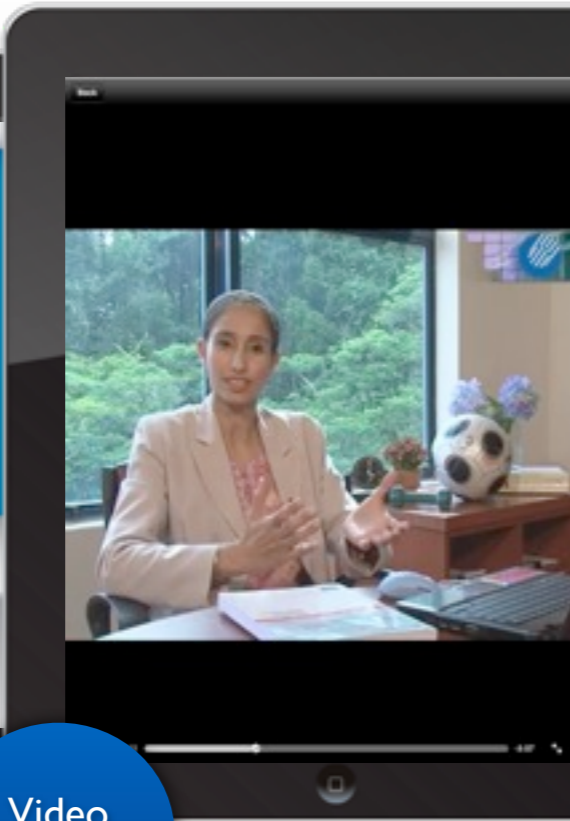


Digital Innovation Powered by

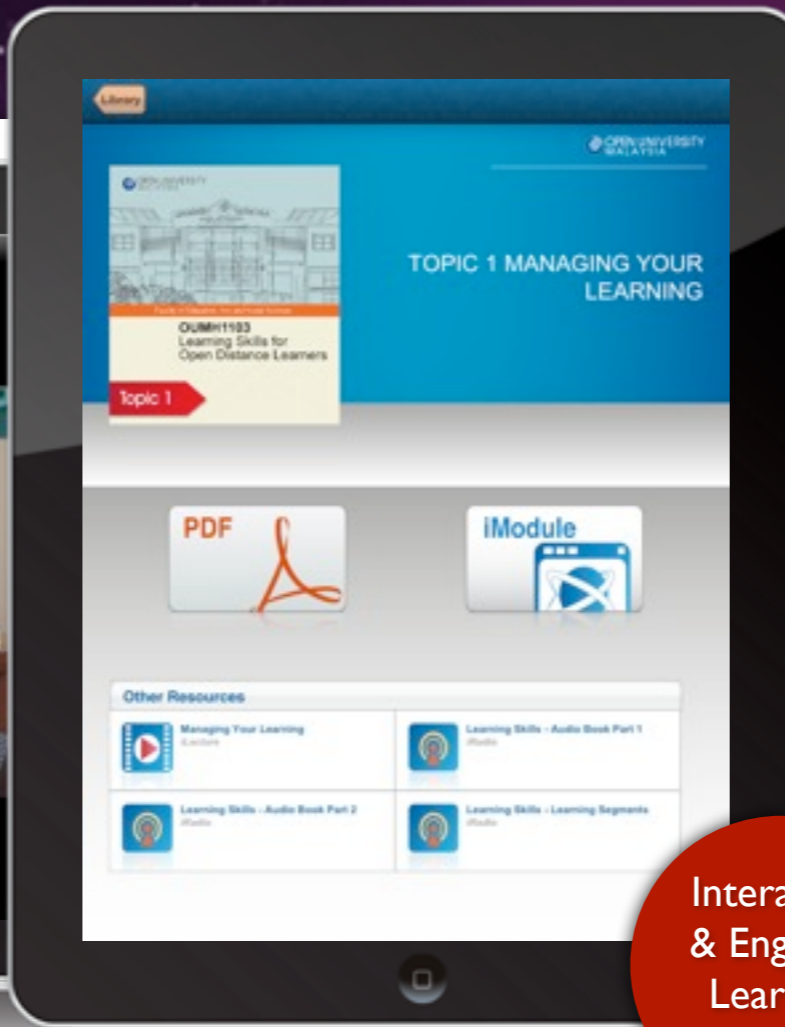
# fireworks



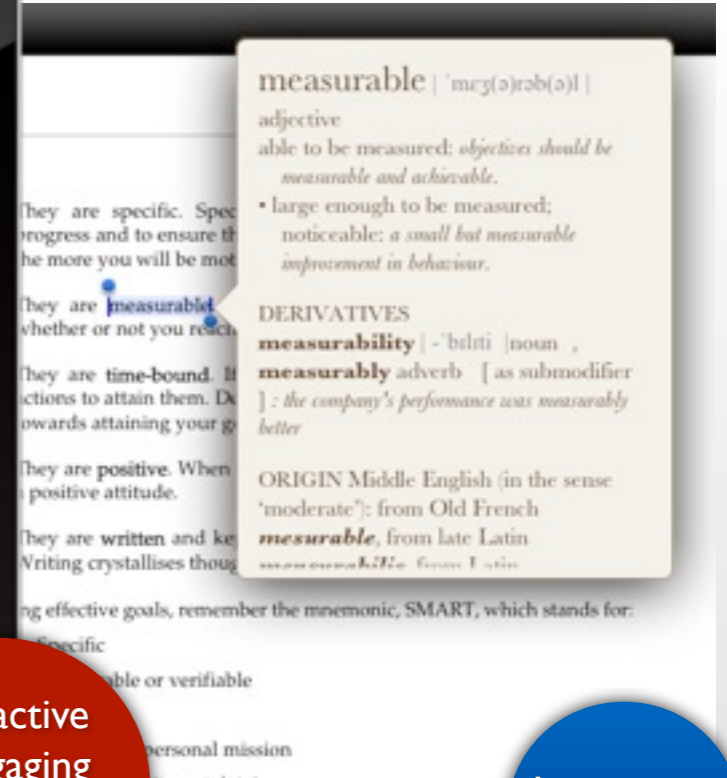
Podcasts



Video Lectures



Interactive & Engaging Learning Materials



Interactive Books

## Full Education In A Device

With this Application, students can access the entire library of the University's Education Program.

## Rich, Interactive Content

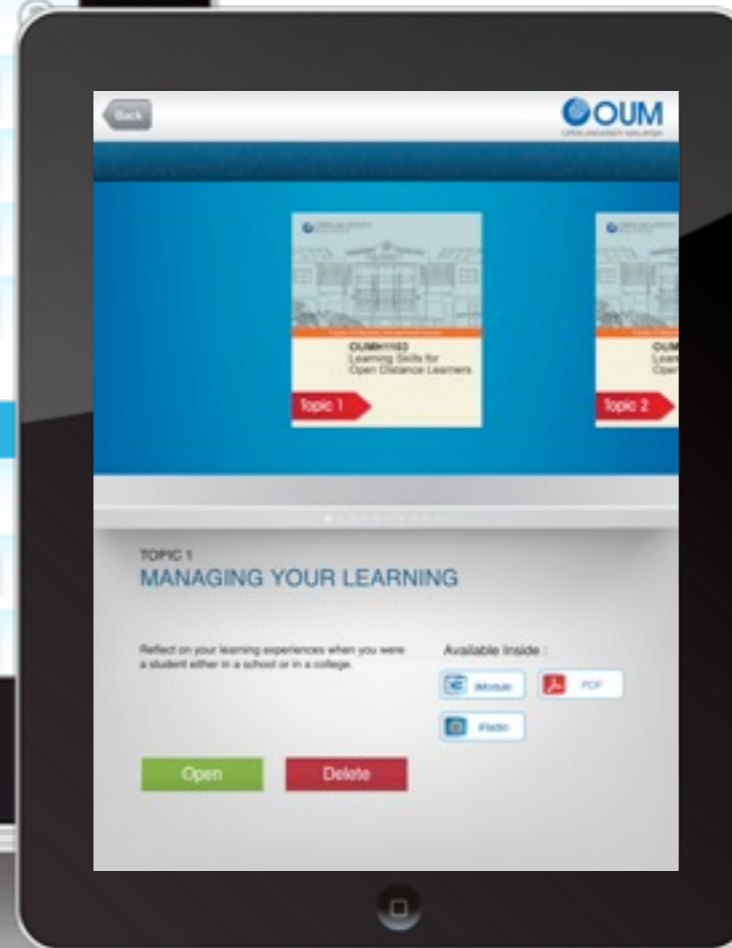
Each courses are designed for powerful interactivity and accessibility

- Podcast for listening
- Video Recording of Lectures
- PDF Reference Books
- Interactive HTML Workbook
- Links, Glossaries and much more
- Interactive : Quiz, Workbooks & More.
- Bookmarking & Dictionary
- Interactive Table of Content
- Social Sharing



English for Written Communication	Purchased	
English for Oral Communication	\$1.99	Free Preview
English for Workplace Communication	\$1.99	Free Preview
Professional Ethics	\$1.99	Free Preview
Entrepreneurship	\$1.99	Free Preview
<b>Compulsory University Courses</b>		
Introduction to Social Sciences	Free	
Man, Society and Culture	\$1.99	Free Preview
Applied History	\$1.99	Free Preview

Payment System



Library to Keep Offline Content

## Anytime, Anywhere.

All Learning materials can be downloaded to the device. Users will be able to access the materials anytime, anywhere, with or without internet connection.

## Payment System

Learning Materials can be Purchased via In-App Purchase. There are also Previews and Free Content available.

## Everything Is In The Cloud

Once student purchased the learning materials, Users can access it via other devices, anywhere and anytime.

Listing

Summary

TOTAL BOOK:	247
TOTAL BOOK PUBLISHED:	232
TOTAL UPLOADED COURSE:	27
TOTAL STUDENT:	2
TOTAL GUEST:	19
NEW MEMBERS:	9 / 19

Copyright

Publication Listing

Magazine ID	Magazine Name	Publish Date	Status	Action
446	TOPIC 1	11/Jun/2013	Unpublish	Request
344	DEVELOPMENT IN PEDAGOGICAL APPROACHES	27/May/2013	Published to Live	Unpublish
343	PSYCHOLINGUISTICS AND READING	27/May/2013	Published to Live	Unpublish
342	SPEECH PRODUCTION	27/May/2013	Published to Live	Unpublish
341	SENTENCE PROCESSING	27/May/2013	Published to Live	Unpublish
340	SPEECH PERCEPTION	27/May/2013	Published to Live	Unpublish
339	SECOND LANGUAGE ACQUISITION	27/May/2013	Published to Live	Unpublish

## Content Management System

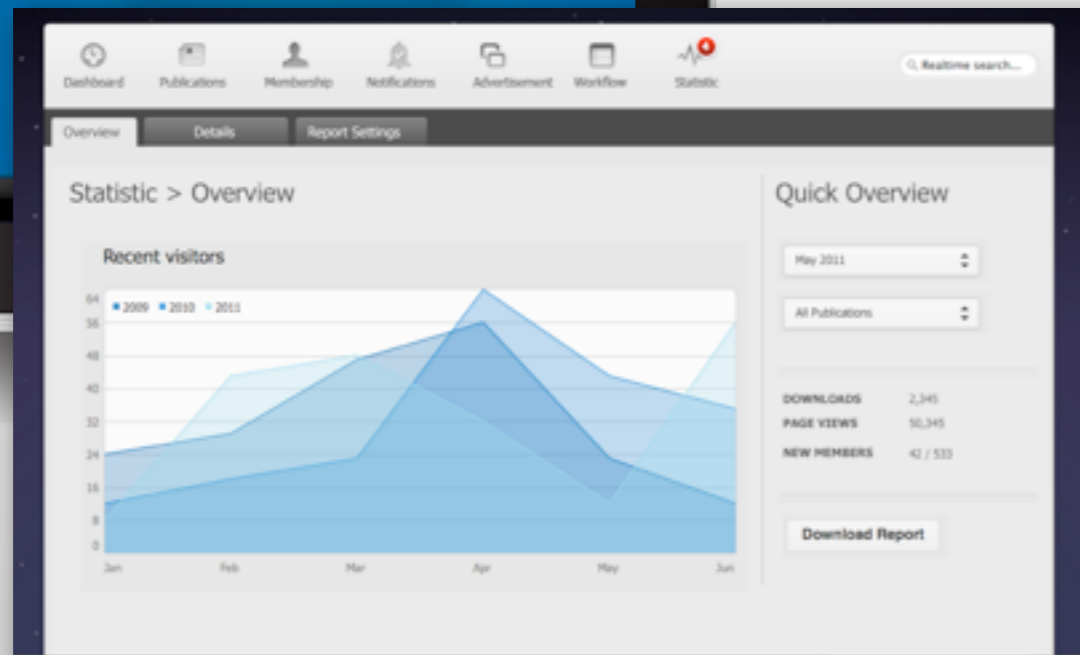
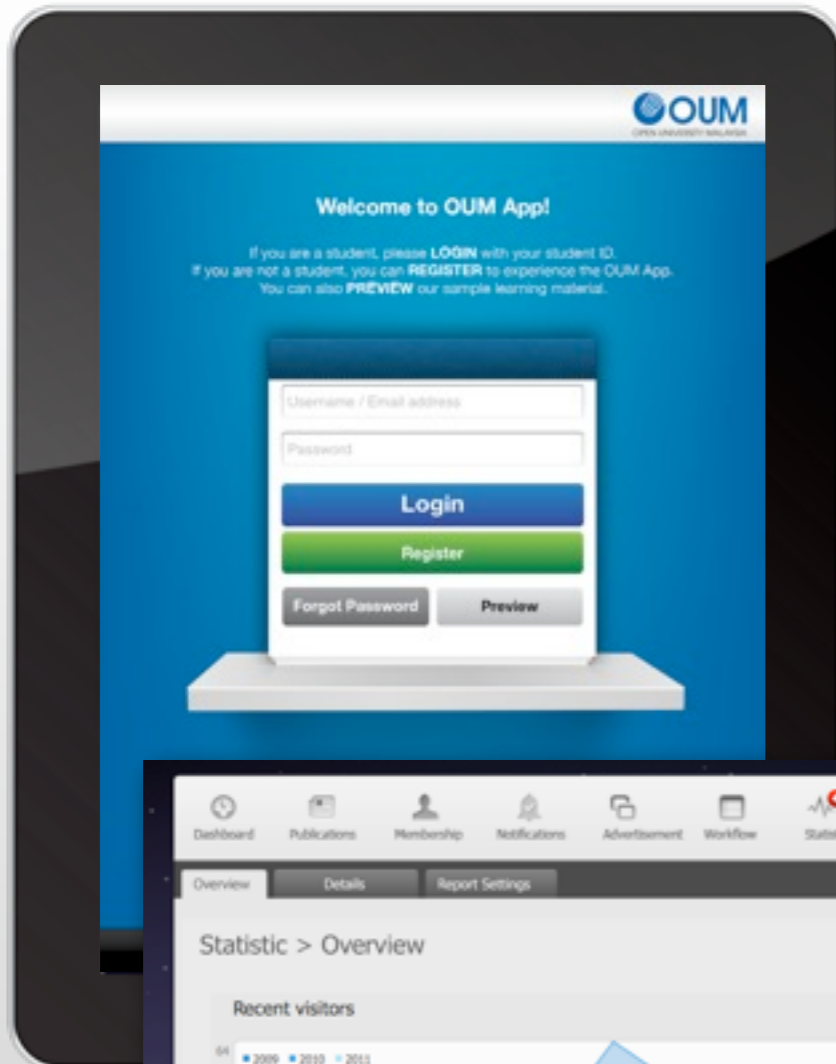
Allow users to manage & create Learning Materials very easily, without the technical knowledge of Mobile Application Development!

- Create Content Pages
- Embed Interactive Features
- Publish To Store

## Workflow Management

Manage reviews & publishing with a organized workflow module.

- Multi-level Workflow
- Review Mode On Device
- Editor's Mode to Approve / Reject / Publish



## Membership System

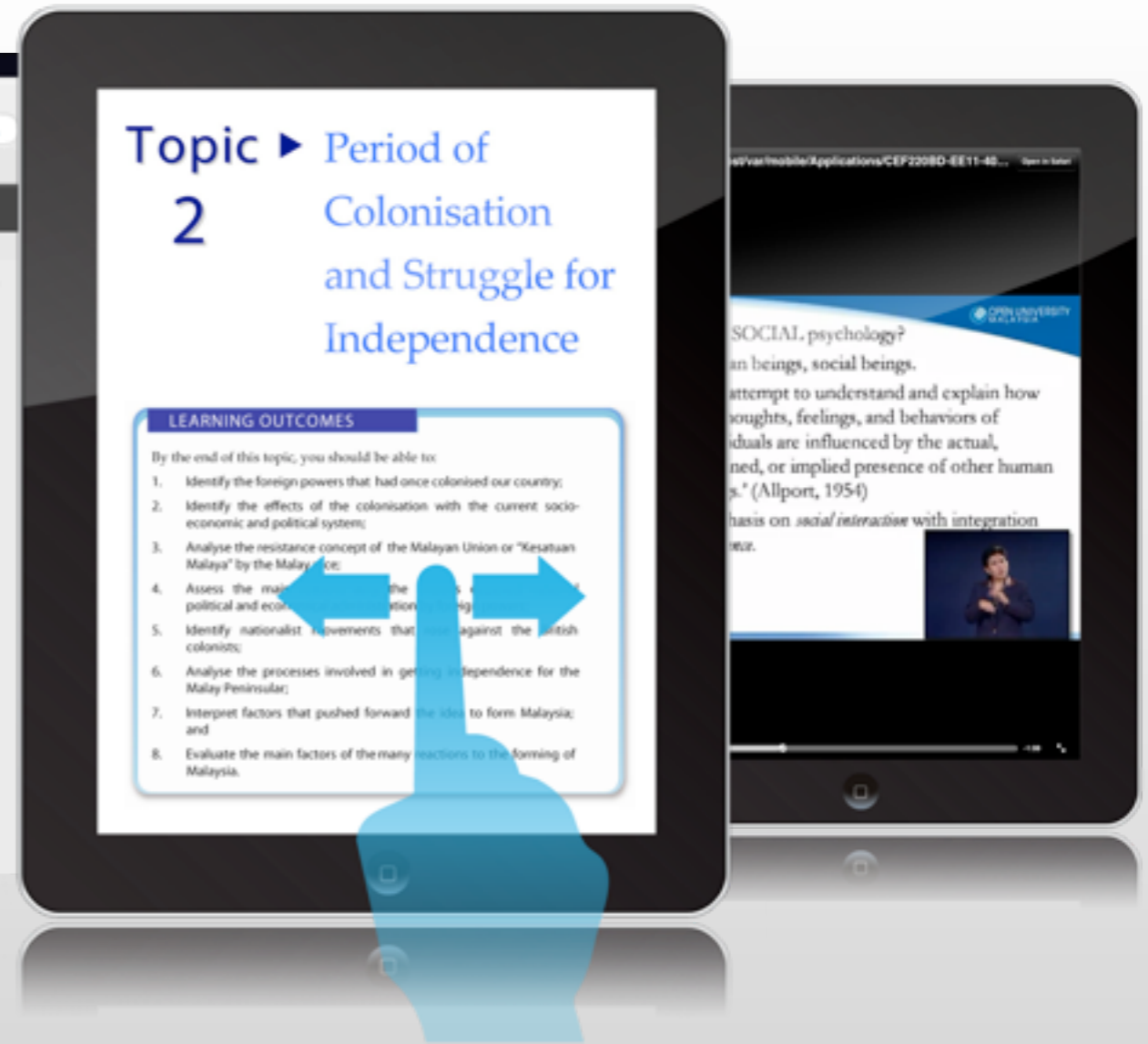
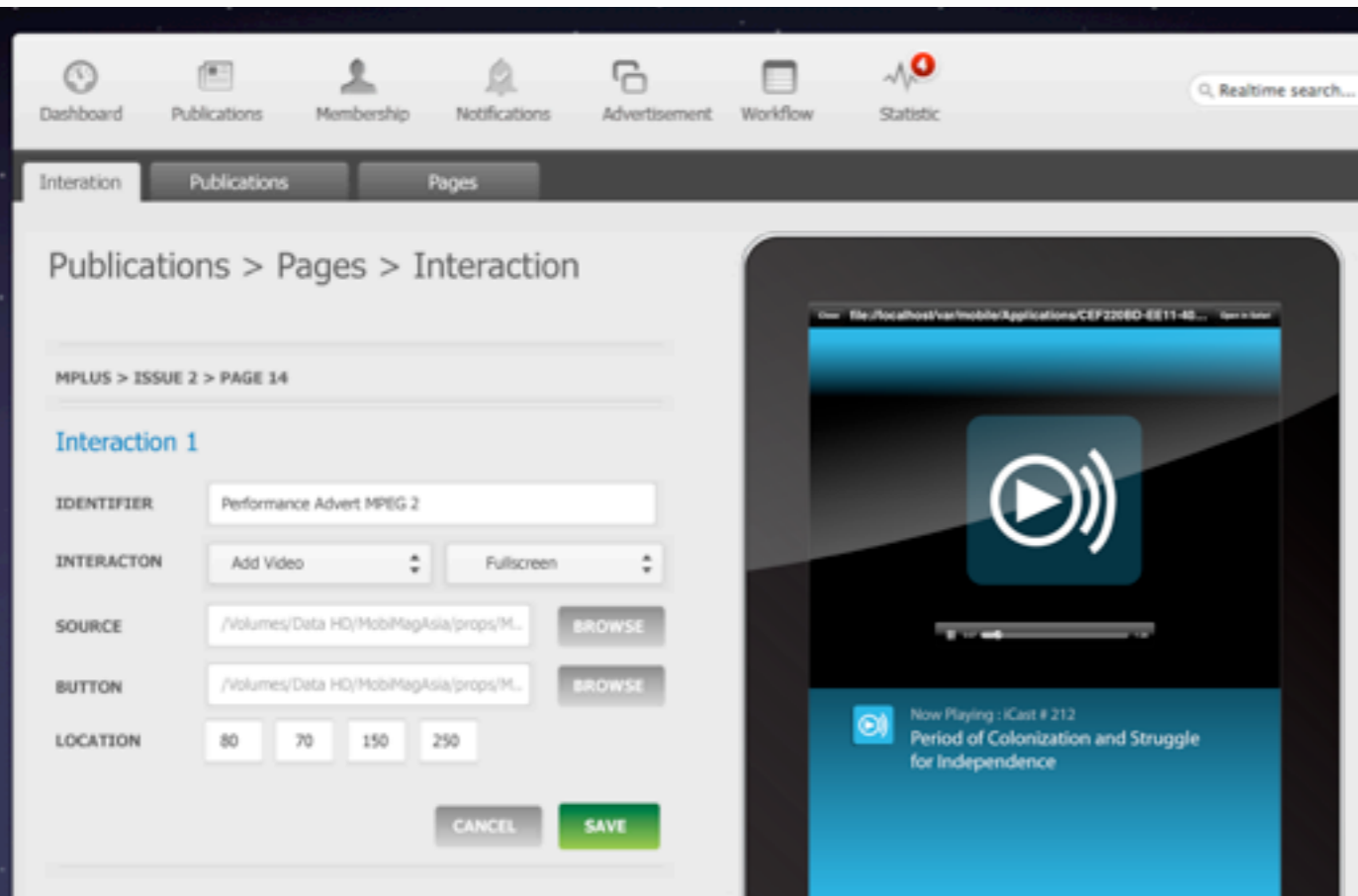
Powerful Membership systems that directly connect to the Core Student Database.

- Login / Log out, Register
- Forgot Password
- Feedback Module
- Guest & Preview Memberships

## Statistics Module

Powerful statistic Module that track Downloads, Views, Behaviors and many other insights!

- Track Downloads & Views
- Download & Extract Statistics



## Create Interactive Learning

Allow users to create Interactive, engaging content with Videos, Audios, Interactive Pictures, Social Sharing and many more.

This takes Learning to the next level!

- Attach Video & Audio
- Embed HTML Elements & PDF
- Interactive Images
- Open HTTP Links, Send Emails
- Share via Facebook, Twitter & Email
- Bookmark Features
- Interactive Table of Content
- Multi Orientation Pages



## **Content Management**

- Create /Manage Learning Materials
- Embed Interactive Features
- Publish To Store & Sell

## **Workflow Management**

- Multi-level Workflow
- Review Mode On Device
- Editor's Mode to Approve / Reject / Publish

## **Interactive Pages Module**

- Attach Video & Audio
- Embed HTML Elements & PDF
- Interactive Images
- Open HTTP Links, Send Emails
- Share via Facebook, Twitter & Email
- Bookmark Features
- Interactive Table of Content
- Multi Orientation Pages

## **Membership System**

- Login / Log out, Register
- Forgot Password
- Create New Member
- Multi Membership – Developer, Editor, Public

## **Statistics Module**

- Track Downloads & Views
- Download & Extract Statistics.

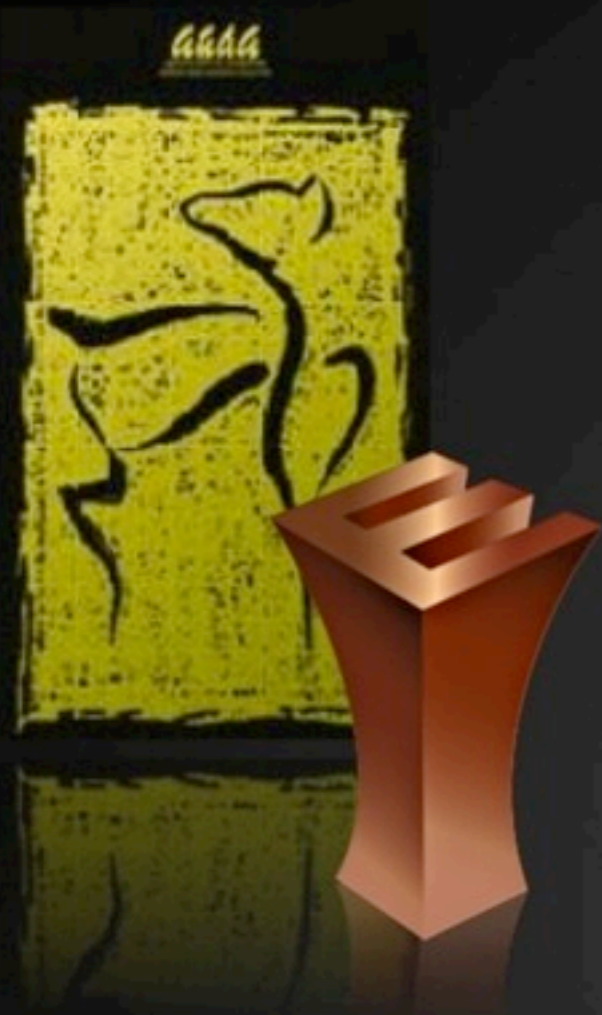


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**Marketing Excellence Award**

Bronze in Mobile Loyalty App & Bronze in Mobile Marketing, for Bcard Mobile Ap, p2013

**The Kancil Award**

Multimedia Category (Silver) for WhatInTheHercules.com

**The Kancil Award**

Multimedia Category (Bronze) for MiniTicketPreventilizer.com

**Samsung App of The Year, Digi WWow Awards**

2012 Top 5 for PopMyCase.com

**United Nations' Cyberstar Award**

Web Portal Development & Management System for United Nations in Malaysia.



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