

## Oriental Media Invests in MXR

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DIGITAL media company Oriented Media Group Bhd has bought 5 per cent of Singapore's MXR Corp Pte Ltd and 10 per cent of MXR International Ltd.

It did not give the value of the deals, which also include marketing partnerships.

MXR Corp is a pioneer for the Augment reality (AR) technology, which could be worth US\$400 million (US\$1 = RM3.64) in Asia by 2011, Oriented said in a statement.

"AR is a promising new digital technology that is set to revolutionise digital entertainment by bringing virtual reality into the living rooms of consumers in an affordable and realistic manner through their computer screens.

"The technology will give users a perception of mixed interaction between the real world and computer-generated virtual world," said Oriented Media executive chairman Lau Kin Wai.