

# TIMBEREALITY

## THE NEXT DIMENSION



### 1. ABOUT TIMBEREALITY/OVERVIEW

TimbeReality is an exquisite **360 virtual gallery** for Malaysian timber and furniture products. This will be a comprehensive hub that highlights Malaysian made timber products - its design, its grains, its colour, its look, in near real life with 360° virtual reality experience.

With the current pandemic situation, it is vital for the timber industry to adopt technology for the growth and stability of their businesses. This project also aims to encourage industry members to go for digitalisation. TimbeReality serves the objectives to **connect with consumers around the world, create buyers' awareness and demand for Malaysian timber products, and build investor's confidence in Malaysian manufacturers**. This promotional tool is envisaged to be elemental for the next marketing frontier of timber and furniture products.

### 2. FINANCIAL INCENTIVES

MTC will be providing Financial Incentives to the participating companies of TimbeReality as per T&C.

### 3. PROGRAMME APPLICATION

To register, kindly apply through the e-form at <http://mtc.com.my/application> or scan the QR Code:

### 4. PROGRAMME DEADLINE

31 October 2021



## 5. REQUIREMENTS

- Applicant Companies must be officially registered and based in Peninsular Malaysia
- A member of any one (1) of the six (6) timber associations:
  - i. Malaysian Wood Industries Association (MWIA);
  - ii. The Timber Exporters' Association of Malaysia (TEAM);
  - iii. Malaysian Panel-Products Manufacturers' Association (MPMA);
  - iv. Malaysian Wood Moulding & Joinery Council (MWMJC);
  - v. Malaysian Furniture Council (MFC); and
  - vi. Persatuan Pengusaha Kayu-Kayan & Perabot Bumiputra Malaysia (PEKA)  
[Association of Malaysian Bumiputra Timber & Furniture Entrepreneurs (PEKA)].
- Products must be made in Malaysia or finished in Malaysia (if imported parts and components are used). Products' timber content of the completed product must be at least 30% timber for furniture and 70% timber for other timber products

For further enquiries and information, please contact the following:

1. Ms. Afifah Aliah - [nurafifah@mtc.com.my](mailto:nurafifah@mtc.com.my)
2. Ms. Mandy Chea - [mandy@mtc.com.my](mailto:mandy@mtc.com.my)

# TIMBERREALITY

## THE NEXT DIMENSION



# TimbeReality – the Timber and Furniture VR Gallery

## TERMS AND CONDITIONS

### **Application to Participate**

1. Application is open for all timber-based companies on the following terms & conditions:
  - i. Applicant Companies shall be officially registered and based in Peninsular Malaysia
  - ii. The Applicant Company shall be a member of any one of the following six Timber Associations:
    - a. Malaysia Wood Industries Association (MWIA)
    - b. The Timber Exporters' Association of Malaysia (TEAM)
    - c. Malaysian Panel-Products Manufacturers' Association (MPMA)
    - d. Malaysian Wood Moulding & Joinery Council (MWMJC)
    - e. Association of Malaysian Bumiputra Timber & Furniture Entrepreneurs (PEKA)
    - f. Malaysian Furniture Council (MFC)
2. Applicant Company's products must be made in Malaysia or finished in Malaysia (if imported parts and components are used). Products' timber content of the completed product must be at least 30% timber for furniture and 70% timber content for timber products.
3. Applicant Company may choose from one of the showroom packages provided by the appointed Service Provider. MTC's financial incentive for the timber industry is applicable for the following:
  - i. Virtual Reality Showroom
  - ii. 3D General Showroom
  - iii. 3D Personalized Showroom
  - iv. Virtual Reality Factory
4. To be eligible to participate, the Applicant Company shall forward either by email or courier the application form with the following documents to reach MTC before the deadline, **31 October 2021**:
  - a. Completed Online Application Form at ([www.mtc.com.my/application](http://www.mtc.com.my/application));
  - b. Signed Terms and Conditions;
  - c. Certified True Copy of Section 68 Form of Annual Return of Company as per Companies Act 2016 (Printed and/or PDF); and
  - d. Certified True Copy of the Latest two (2) years of Audited Financial Report (Printed and/or PDF).
  - e. Certified True Copy of Company Registration.

### **Responsibilities of Applicant Company**

5. Applicant Company is to choose only from the packages that the Service Provider has provided.
  6. Applicant Company is limited to only two (2) virtual tours [one for showroom and one for factory production] which will be eligible for MTC's financial incentive.
  7. The final agreement will be between the Applicant Company and the Service Provider.
  8. Applicant Company will provide the Service Provider with the needed materials (photos or sketches of products) for production of the virtual showroom (The "Project").
-

### **Responsibilities of Service Provider**

9. Service Provider must provide and offer the packages that have been approved by MTC.
10. Service Provider is responsible to create the virtual showroom(s) as requested and agreed with the Applicant Company.
11. Service Provider must provide all the services as mentioned in the packages approved by MTC.

### **Financial Incentives**

12. MTC's financial incentive only applies to all timber-based companies or its subsidiaries from their related group of companies that participate in TimbeReality. As part of MTC's initiative to assist the industry post COVID-19 pandemic, MTC's financial incentive for TimbeReality will be exempted from MTC Financial Incentive Guidelines (formerly known as MTC Graduation Policy) for the year 2021 only. The incentives provided are as follows:

<b>Packages</b>	<b>Financial Incentives (RM)</b>
Virtual Reality Showroom	50% of total invoice or up to a max of RM4,000
Virtual Reality Factory	50% of total invoice or up to a max of RM4,000
3D General Showroom	50% of total invoice or up to a max of RM2,000
3D Personalised Showroom	Up to a maximum of RM6,000 per company

13. Applicant Company's VR showroom must be completed and uploaded onto TimbeReality main hub; and submit the invoice only from MTC-appointed Service Provider to be eligible to claim for the financial incentive.
14. Applicant Company can claim up to a maximum of two (2) virtual tours [one for showroom, and one for factory production] under this Incentive.
15. Claim for this Financial Incentive will be on first-come-first-serve basis, subject to the availability of funds.
16. The Applicant Company's claim shall be rejected, and the applicant company shall refund the incentives granted by MTC in the event that the applicant company is found to have submitted false documentation and/or double claims when such information comes to the knowledge of MTC.

### **Other Guidelines**

17. Applicant Company shall abide by all the Terms and Conditions and any written directions given by MTC.
  18. The invalidity, illegality, or unenforceability of any of the provisions of these Terms & Conditions shall not affect the validity, legality, and enforceability of the remaining provisions of these T&C.
  19. The work upon which this Project is based was funded in whole or in part by MTC.
  20. MTC reserves the rights, at its absolute discretion, to use, publish, transmit, and share the results, outcome, and progress of the projects funded to raise the visibility of the work completed and/or in progress.
  21. Approved funds are not transferable, either temporarily or permanently, to any third party except to those organisations/parties listed in the Project.
  22. MTC reserves the right at its sole discretion and without any liability to change, suspend, or discontinue temporarily or permanently, the Project at any time without notice, in the event of a breach or threatened breach of any of the foregoing representation and terms & conditions by the Applicant Company.
-

23. MTC's decision shall be final and conclusive in respect of the provisions of this T&C related to this Project.

**Force Majeure**

24. MTC shall not be held liable for any delay in the performance or failure to perform its obligations under these T&C due to Force Majeure Events. "Force Majeure Events" shall be defined as any war, terrorism, riot, civil commotion, strike, lock-out, Act of God, fire, storm, flood, sabotage, earthquake, subsidence, infectious disease or by reason of any matter or factor beyond the control of MTC or its counterpart that renders it reasonably or practically impossible from performing its obligations.

**Indemnification**

25. The Applicant Company agrees to hold harmless, release and indemnify MTC, its officers, representatives, employees and members (the "Indemnified Parties") from and against any and all losses, damages, liabilities, claims, costs and expenses, including legal fees (on a full indemnity basis) and costs of settlement, arising out of, in connection with or due to the Applicant's Company's participation in the Project, the use of any information or material supplied to MTC, the Applicant Company's withdrawal from the Project for any reasons whatsoever or any acts and omissions of the Applicant Company or its staff.

26. Notwithstanding the foregoing, MTC shall not be responsible and shall not be held liable for any loss or damage arising from any delay, failure, interruption or unavailability of the Project or any failure to transmit or receive or loss of application/registration information or loss of any other data due to network failure, Internet failure or any breakdown in telecommunication links.

**Reimbursement**

27. All documents for reimbursement must be duly completed and submitted to MTC within one (1) month after completion of the Project. Any late submission will not be accepted. The Applicant Company must forward either by courier, hand or post, the following documents to reach MTC before the stated deadline, i.e., one (1) month after the completion of the Project. Below is the list of supporting documents required:

- i. Original/certified true copies of invoices and receipts / proof of payments from Service Provider. All supporting documents must be under the exact name of the approved Service Provider and the eligible Applicant Company.

***MTC reserves the right to reject and decline reimbursement to the Applicant Company in the event that there is a failure to comply with any of the Terms and Conditions or any guidelines or written directions given by MTC.,***

***I/We have read these Terms and Conditions and agree to be bound by them.***

.....  
(Authorised Signature & Company Stamp)

Name of Signee : .....

Signee's Designation : .....

Name of Company : .....

Date : .....

---

## TIMBEREALITY APPLICATION

### Members Special Packages

#### Package 1: Virtual Reality Showroom

**Virtual Reality Showroom refers to the member's physical showrooms, which would be displayed in a 360-degree virtual tour. Viewable on web, mobile, tablet and VR headsets.**

Please tick one (1) of the following boxes:

- Up to 2,000 sqft, up to 40 items - RM 2,000.00
- Up to 3,000 sqft, up to 80 items - RM 2,800.00
- Up to 4,000 sqft, up to 100 items - RM 3,800.00
- Up to 5,000 sqft, up to 150 items - RM 4,800.00
- Up to 10,000 sqft, up to 400 items - RM 6,800.00
- 11,000 – 20,000 sqft, up to 500 items - RM 9,800.00

#### Optional

Per additional item (to be provided by Company) - RM 15.00

Copywriting (About, Contact, Panoramas Descriptions within Package signed up) – RM 350.00

**Travel/ Accommodation:** West Malaysia (excluding Klang Valley) - RM500, East Malaysia - Airfare, Hotel and Travel expenses will be charged as it is, upfront.

#### **What you will get:**

- 1 x Virtual Unit in TimbeReality Hub
- 1 x VR Showroom
- 1 x Menu that includes Name, Contact, Email, Website Link, Logo, Video, Social Media (where applicable, information provided by client)
- Each item can include product description and company's external e-commerce link

**Complimentary:** • VR ready feature • 360 Video for Facebook and Youtube • Offline Player

**Delivery duration:** Approximately 3 weeks from confirmation

#### Package 2: 3D General Showroom

**3D General Showroom refers to the rendered space/ non-physical showroom that would be displayed using a general layout template. Viewable on web, mobile, tablet and VR headsets. Choose from 10 standard layouts, comes with Façade and Interior.**

Up to 40 items - RM 3,500.00

Per additional item (to be provided by Company) - RM 15.00

Per 3D product (creation + insertion) > 40 items - RM 60.00 per unit

Per 3D product (creation + insertion) < 40 items - RM 90.00 per unit

Per 3D product (insertion only) - RM 30.00 per unit

#### Optional

Copywriting (About, Contact, Panoramas Descriptions within Package signed up) – RM 350.00

**What you will get:**

- 1 x Virtual Unit in TimbeReality Hub
- 1 x 3D Standard Showroom
- 1 x Menu that includes Name, Contact, Email, Website Link, Logo, Video, Social Media (where applicable, information provided by client)
- Each item can include product description and company's external e-commerce link

**Complimentary:** • VR ready feature • 360 Video for Facebook and Youtube • Offline Player

**Delivery duration:** Approximately 3 weeks from confirmation

**Package 3: 3D Personalised Showroom**

**3D Personalised Showroom refers to a rendered space/ non-physical showroom that would be displayed using a customised skin that would showcase the member's brand. Viewable on web, mobile, tablet and VR headsets. Comes with Façade and Interior.**

Up to 40 items - RM 14,000.00

Additional new item area - RM 200.00

Per 3D product (creation + insertion) > 40 items - RM 60.00 per unit

Per 3D product (creation + insertion) < 40 items - RM 90.00 per unit

Per 3D product (insertion only) - RM 30.00 per unit

Optional

Copywriting (About, Contact, Panoramas Descriptions within Package signed up) – RM 350.00

**What you will get:**

- 1 x Virtual Unit in TimbeReality Hub
- 1 x 3D Personalised Showroom
- 1 x Personalised Menu that includes Name, Contact, Email, Website Link, Logo, Video, Social Media (where applicable, information provided by client)
- Each item can include product description and company's external e-commerce link

**Complimentary:** • VR ready feature • 360 Video for Facebook and Youtube • Offline Player

**Delivery duration:** Approximately 4 weeks from confirmation

**Package 4: Virtual Reality Factory**

**Virtual Factory refers the member's physical factories, which would be displayed in a 360-degree virtual tour. Viewable on web, mobile, tablet and VR headsets.**

8 panoramas/areas (with indefinite points) – RM 3,500.00

Additional panoramas (per unit) – RM 450.00

Optional

Copywriting (About, Contact, Panoramas Descriptions within Package signed up) – RM 350.00

**Travel/ Accommodation:** West Malaysia (excluding Klang Valley) - RM 500, East Malaysia - Airfare, Hotel and Travel expenses will be charged as it is, upfront.

**What you will get:**

- 1 x Virtual Unit in TimbeReality Hub
- 1 x VR Factory Tour
- 1 x Menu that includes Name, Contact, Email, Website Link, Logo, Video, Social Media (where applicable, information provided by client)

**Complimentary:** • VR ready feature • 360 Video for Facebook and Youtube • Offline Player

**Delivery duration:** Approximately 3 weeks from confirmation

Please choose any of the Packages from 1-3; Package 4 is optional:

- Package 1
- Package 2
- Package 3
- Package 4 (Factory Tour)

For any enquiries, please contact LokaLocal at [hello@lokalocal.com](mailto:hello@lokalocal.com) or +6012-233 2994 and do state your participation in TimbeReality and membership in relevant timber association.

---