

KLMUC Brings Real World Practice to Its Media Students at Exclusive Screening of *Showdown The Movie*

Kuala Lumpur, 29 March 2016 – In conjunction with a special screening of the much-anticipated *Showdown The Movie*, Kuala Lumpur Metropolitan University College (KLMUC) today held a knowledge sharing session with the director, screenwriter, choreographer, producer and cast of the movie -- an effort initiated by KLMUC's Faculty of Media Studies to provide experiential learning to its students.

Fronting the session was *Showdown's* producer, Tengku Iesta Tengku Alaudin of Grand Brilliance, film director Khai Bahar; choreographer Pat Ibrahim and screenwriter, Mohd Zulkifli Abd Jalil, who is also KLMUC's Dean of Media Studies. Mohd Zulkifli, more popularly known by his show business moniker **MZul**, facilitated the free-flow idea exchange with students on a wide variety of industry topics including the team's secrets of successfully moving stories from script to screen.

True to the ILMU Education Group institution's creed of *Real Life Learning* and *Real World Practice*, the special screening was quickly followed by the launch of the Media Studies Faculty's own *YouTube* channel. The platform is set to be a showcase for the media students' creative work and talent as well as a valuable digital portfolio as they prepare to enter the dynamic industry. Malaysia targets a Gross National Income (GNI) in excess of RM 3 billion from the creative content industry with more than 10,400 jobs created in just four years¹

Remarking on the bright future awaiting the youth planning a career in the field, MZul said, "At KLMUC we place great emphasis on bringing in real world input and practice as part of the learning experience. We have many talented students and it is our responsibility to create opportunities for them to gain a competitive edge through access to industry insights."

"With KLMUC's knowledge-sharing sessions, project-based learning and industry-experienced faculty members, we have assembled the key ingredients needed to successfully develop graduates who have the right exposure and who are truly in tune with industry needs," MZul added.

Showdown the Movie features Reza Hasbi, Izara Aishah, the B-Boys dance crew, Iedil Putra, Azad Jazmin and Maria Farida as the main cast whilst also featuring Aiman Asmawar, Amirul Hadi, Jehan Shukri and Azim Aris with a special appearance by *Showdown the Series 2010* winner, *Giller Battle Crew*. The movie is an action-packed dance film inspired by the reality series programme, and revolves around the journey and struggles of *Giller Battle Crew* in their quest to become champion of the largest dance competition in Malaysia. *Showdown the Movie* debuts on 7 April 2016.

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¹ http://etp.pemandu.gov.my/Communications_Content_-%E2%97%98-Infrastructure-@-Communications_Content_and_Infrastructure_-_EPP_1-;_Nurturing_Malaysia_Creative_Content.aspx

About Kuala Lumpur Metropolitan University College (KLMUC)

Kuala Lumpur Metropolitan University College (KLMUC) is a progressive and innovative higher learning institution with six distinctive faculties offering over 45 programmes. Established in 2006, KLMUC currently offers Foundation, Diploma and Degree programs that inculcate *Real World Practice* as a pathway to professional success. KLMUC also prides itself in continuously developing relevant programs to meet students' needs. The academic programmes are developed through close consultation with business and industry partners, the public sector and professionals. For more information, please visit www.klmuc.edu.my

About ILMU Education Group (ILMU)

ILMU is the holding company for all education assets in Ekuinas' investment portfolio. The Group, comprises seven institutions in Malaysia and Sri Lanka, provides end-to-end learning to more than 35,000 students at 21 campuses serving K-12 (pre-school, primary to secondary) to tertiary levels. Today, ILMU's portfolio of institutions includes:

Tertiary: Asia Pacific University of Technology & Innovation (APU), UNITAR, Kuala Lumpur Metropolitan University College (KLMUC), Cosmopoint College, and APIIT Sri Lanka.

K-12: Asia Pacific Schools (APS) comprising Asia Pacific Smart School (APSS) and Asia Pacific International School (APIS), and Tenby Schools.

For more information, please visit www.ilmuedu.com.my

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