

BY YEE JIE MIN

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Nikon Malaysia has over the years been cultivating the photography habit among Malaysians through its Nikon Centre in Berjaya Times Square and workshops, and no doubt these are efforts that have promoted Nikon as a photography brand. Consumers now know that when they purchase a Nikon product, they can count on after sales support. Their purchase marks the beginning of a relationship—and rightly a fruitful one. Or so the good people of Nikon would want it to be.

Photography, says Nikon Malaysia general manager David Ng, is a non-stop learning process even for professional photographers. In the past, Ng says, DSLR (digital single-lens reflex) users who wanted to improve their skills would have nowhere to turn, but now there is Nikon Club, set up to help Nikon users develop their photography skills.

Nikon Malaysia professional service manager Mahfooz NR says, “When someone purchases a DSLR, it means he wants to improve his skills, otherwise he would buy a compact camera instead. For beginners, we will tell them it is very easy to use and shoot with a DSLR but there is much more to explore. It is easy to get a good picture but there is more to pursue, which is why the Nikon Club was set up.”

The Nikon Club is a platform for members to learn from other members; it is where famous photographers are often invited to give talks. Nikon Club members can also expect activities such as photo contests, workshops, forums, up-to-date discussions, mentoring programmes, reviews, exhibitions, constructive critics, and photo excursions.

Membership is open to all owners of Nikon cameras, including owners of the Coolpix range. All one has to do is get on the



Ng and Mahfooz, seen here at the Nikon Centre, say DSLRs like the Nikon D5100 they are both holding, are becoming popular because of the demand for good picture quality.

Better skills through Nikon Club

> Nikon Malaysia aims to have 20,000 Nikon Club members by December

website and register oneself. Membership is free.

The Nikon Club is nationwide, with each state having its own club to carry out activities for members. Perlis and Kedah, however, share one club. Nikon Malaysia has appointed liaisons in each state and is currently gathering more members. “The state liaisons volunteered to assist us with the club activities,” says Ng.

“They are very passionate about photography and are photo fanatics. They have been waiting for a platform like this so that they can share their knowledge with others.”

Ng says Nikon is always open to ideas from its users in terms of activities to carry out. “We can have each state doing its own activities or organising a nationwide activity.”

Nikon Malaysia aims to have 20,000 Nikon Club members by December and according to Ng, it is achievable as every month

Nikon Malaysia sees an increase of between 8,000 and 9,000 DSLR users. “This is only in the DSLR category. We haven’t included compact camera users.”

Nikon Malaysia has also been number one in the DSLR category for seven years consecutively, and based on the GFK Group’s report in March 2011, the Nikon



Nikon Club members hone their skills at a model shoot.

D3100 was the top selling digital camera. “When we say digital camera, it includes compact cameras and DSLRs, and the D3100 sales beat the sales of compact cameras,” says Ng.

In the current market, there are more compact camera users than DSLR users but the fact that the Nikon D3100 has outsold compact cameras shows that the photography trend is moving towards DSLRs. It shows a demand for picture quality, says Ng.

“When people see the D3100, they buy it because of the quality pictures it produces. At Nikon, we provide customers with value-for-money products,” says Mahfooz, adding

that Nikon D5100, a higher version of D3100, is also making an impact in the market.

Other than Nikon Club activities, Nikon Malaysia also runs activities through Facebook and Twitter. Ng says those who follow their pages stand a chance to win prizes by joining the contests posted there. “One of the contests requires participants to post yellow-themed photos on our Facebook page, and the photo with the most ‘likes’ will win a prize!”

For more information on the Nikon Club, log on to www.nikonclub.com.my and keep yourself updated through their Facebook page and Twitter by searching Nikon Malaysia.

Prudent to seek advice

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Secondly, compliance may be in question when completed specifications of finishes, fittings and materials used are different from that found in the Sales and Purchase Agreement, leading to disputes.

Thirdly, unresolved faults and defects seen at the common property areas reported by newly established JMBs (governed under the Building and Common Property, Maintenance and Management, 2007 Act 663) within stratified developments. These are related to non-conformance with Uniform Building By-laws, and maintenance and management of slopes, retaining walls and big ticket items such as elevators and pumps.

When these suffer from improper maintenance, they may eventually affect the structural integrity, and safety and health of the property and occupants.

As these involve major capital expenditure, and frustrated property owners have increasingly become aware of their rights by taking court action against errant developers to seek remedies.

Independent reports prepared by the Architect Centre have been commissioned where technical disputes are sometimes brought to the Tribunal or courts, and when an independent expert

witness is required.

A recent class action case brought by 46 home owners against a property developer in Kota Kinabalu for defective workmanship and faults that appeared after the expiration of the Defect Liability Period saw the judge making a landmark ruling in favour of the plaintiff for a sum of RM4.5 million (*The Daily Express*, Sabah, Jan 29). This case exemplifies the importance of good workmanship, and delivery of sound and safe buildings. The developer concerned has since filed an appeal.

For property purchasers, whether of new or existing properties, it is prudent to obtain a professional inspection or advice of the property before purchase or quickly after vacant possession.

The centre has put in place a method of identifying building defects, finding out the root cause of these problems before making an informed professional recommendation. The centre believes over time, the quality benchmark of properties will improve.

Ar Anthony Lee Tee is an accredited architect and trainer with Architect Centre. He’s also a member of Pertubuhan Akitek Malaysia (PAM).

Versatile gadget

THE SpinetiX HMP100 is the most versatile gadget available in the digital signage market, serving every need and meeting various requirements.

In a hotel environment, handy information on tourist hotspots, weather forecast, currency exchange rates and local activities can be displayed most efficiently using aHMP100. The equipment

can also be connected to a GPS to provide coordinate-based pro-active advertisement. Whenever a GPS coordinate is matched following the movement of the vehicle, the content on the display will show specific advertisement pre-set for this coordinate. Uploading of content can be done via wireless or 3G broadband connection when the public transport stops at the station.

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work hand-in-hand with factory automation system and process management system. Its durable and compact casing also makes it ideal for 24/7 factory use. There are also no mechanical parts in the SpinetiX which makes it steady and durable for optimum performance.

SpinetiX also allows a car buyer to preview models in different

shades of colour by navigating the digital content through the touch screen connected to the gadget. Such information can be easily updated, ensuring the latest information is being efficiently fed to the customer.

The HMP100 can also be used in schools, replacing traditional notice boards in displaying information to students. Displays can be

placed at strategic locations such as food courts, assembly halls, and waiting areas. Broadcasting of urgent messages can be easily done through a

web interface by the school management, making the process a simple one.

To find out how SpinetiX can work for you, contact EOM Sales Sdn Bhd at 03 7805 5500 or email idea@eom.com.my



User-friendly and efficient, the SpinetiX HMP100 is ideal for various environments.