

FANATICAL VOICES

Issue 7
August 2006

Integricity's monthly newsletter offering goodies, special offers, tips and tricks, useful articles and latest news about Integricity and its services.

Welcome message from Ngeow Wu Han, Assistant Manager (Applications Development), Integricity Corporation



Time and tide waits for no man, especially not programmers. Before you know it, we're hurtling towards the 3rd quarter of 2006, grappling with razor-edged deadlines. The development team has been busy creating a gamut of web applications for various clients and internally as well.

Despite the perceived glut in the post-dotcom industry, companies in Malaysia are steadily turning back to the web to augment their businesses, which means people like me will still have work to do and not resort to flipping Ramly burgers outside 7-elevens. The buzzwords overseas have yet to catch on here though. There's a stark lack of awareness on issues concerning Web Standards, useability and accessibility amongst the local IT community.

Although Malaysians have been quick to adopt blogging and using various Web 2.0 services such as Flickr, Gmail, Wikipedia and YouTube, few companies have taken the initiative to explore such services as possible business tools. I anticipate this will change in the near future. In the mean time, you can look forward to this issue of Fanatical Voices as we talk to our Fanatics about our national obsession - food, glorious food! After we pick their brains, we'll pick up some tips on what to have in your toolbox in the event of an IT emergency.

Here's to you Malaysia, Happy Merdeka Day!

Fanatically yours,

Ngeow Wu Han
Assistant Manager (Applications Development)

The People behind Integricity : Clara, Josh and Warren on food

It's been a busy month at Integricity. Despite all this, we managed to get our hands on a limited supply of delightful pineapple tarts. For those who are not sure what they are... they are divine little tarts with pineapple filling which usually has a cross on the top. We had a chat with Clara (Assistant



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Cheerio!

Thanks for taking the time to read Fanatical Voices. There'll be another one next month. In the meantime, please let us know if you have any

Manager, PR & Branding), Josh (Strategist, Applications Development) and Warren (Executive Director) about food.



From L to R: Warren and Clara prefer to take proper bites when having a pineapple tart, while Josh prefers to pop it in.

Tell us - What's the strangest thing you've ever eaten?

Clara : Most times, I've been the uninformed diner at the dinner table. Thanks to that, I've had my fair share of protein diversity when it comes to strange meats. To name a few – bat meat, crocodile meat, squirrel meat... I can't say I enjoyed these strange meats because I'm only informed after taking my first bite and I start freaking out!! Frankly speaking, I prefer regular cuts of mainstream meats. Oh, and no inerts please!

Josh : I might just do it if Fear Factor was paying me 1 million dollars. Unfortunately, that hasn't happened yet. Well, the strangest food I've had would be escargot. Even though I only had one, that's the last time for me.

Warren : I've probably unwittingly ingested sizable quantities of strange insects (or parts of them) in the course of my life, especially at some mamak stalls (which will remain unnamed lest we be sued). But the award for strangest, by a mile, would go to the artificial preserved cherries that are so common in cakes and ice cream here. They taste nothing like real cherries, look horrible, and I'm pretty certain also contain enough illegal ingredients for them to be banned by the United Nations. But not by the Malaysian government, of course.

Interesting. So does the method of preparation influence the taste in the end?

Warren : Sure. Both Mr Chan (my favorite hawker stall operator) and Jamie Oliver never wash their hands; instead they prefer the more convenient wipe-anywhere-convenient style, and their food is to die for.

Josh : Don't think so. As a matter of fact, it is better not knowing the process when you are eating out.

Clara : It doesn't really matter to me and I have to agree with Josh. I'd rather not know because the psychological effects might be too much for me to handle.

Now, does a snazzier environment 'kill' the taste of certain foods?

Clara : Once again, I would like to stress that it's all in the mind. If you're not cost sensitive, I'd say go for it. Have your *satay* at a stall under a big tree for authenticity. Or choose to experience the luxury of having your *satay* 30,000 feet above the ground with Malaysia Airlines.

ideas for articles or features by emailing us at fanaticalvoices@integricity.com.

Happy Merdeka Day and see you in September!

Fanatically yours,
Fanatical Voices Editorial Team

Josh : Not really. A *wantan mee* will always be a *wantan mee* no matter where you have it.

Warren : Of course not. There's something delectably decadent about having nasi lemak or roti canai in a snazzy restaurant and paying many times over for it. The bigger question, is to have foie gras served at a hawker stall, with oily plastic plates and bent and mismatched cutlery thrown in, at a fraction of the price, and then to ask if the foie gras tasted the same.

Good point . Would you happen to know the main cause of Qwertytis after lunch? (*Qwertytis : having your keyboard's detail across your forehead*)

Warren : The lack of fresh and healthy lunch alternatives. Someone please start a quick-and-easy salad bar in Damansara Utama. And sell some decent smoothies too while you're at it.

Clara : It usually happens when you eat yourself into a carb (carbohydrate) coma. Go easy on the rice and potatoes!

Josh : I guess having too much food would be the cause of Qwertytis.

Moving on. Does sucking on lemons really help you concentrate?

Clara : I don't know. I haven't tried that before and I don't think I'll like it very much.

Josh : Never heard of that before. If it really works, I should be sucking on lemons when I am at work.

Warren : Sorry? This is Integricity. We absolutely love our work and our clients, and don't need lemons to help us stay focused. Maybe you should pose this question to our competitors.

I'm sure a lot of people will be aching to know...What's the best substitute for coffee?

Clara : Postum! It is a caffeine-free powdered beverage which you can find at Cold Storage Supermarket. Otherwise, try green tea. You can't go wrong with this healthy alternative.

Josh : Tea! It doesn't really matter whether it is Chinese tea or English breakfast tea. However, I suppose having too much doesn't do you any good either.

Warren : Tea. English breakfast tea, loose tea leaves brewed to perfection, fresh milk and brown sugar!

We have been told that anchovies (ikan bilis) will cause impotence for men. Do you know if this is true?

Josh : Have you ever seen men buying anchovies in the market before?

Warren : Sorry? This is Integricity. We absolutely love our wives and our children, and mere anchovies are not going to stop us from reproducing in the dozens and conquering the world. Maybe you should pose this question to our competitors.

Clara : Actually, I read that anchovies are aphrodisiacs. This is quite a grey area, isn't it?

Anchovies sound more like aphrodisiacs to me. Next question - what do sago worms taste like?

Josh : Chicken?

Warren : Maybe you should pose this question to our competitors. We have wonderful clients who pay us on time (like you, reading this now) so that we can have decent meals every now and then.

Clara : Depending on how they are prepared, I would imagine that they are crunchy on the outside and jelly-like inside. An alternative source of protein for vegetarians!

Right. So how much mayo is enough?

Warren : According to our employee training guide, we ask the client how much mayo he'd like, and give that to him. Then we put some extra mayo into a bottle for him to take away just in case he wants more later. Now THAT's fanatical service!

Clara : When there's an after taste in your mouth, it's an overkill. Usually, a dollop of mayo per serving should be just about right.

Josh : As much as possible when I am making a tuna sandwich! Usually, I don't end up eating what I've prepared.

Nice. And here's a big question - how do you feel about durians?

Josh : D13, 101, XO... That's what I have in mind when I think of durian. Yes, I love durians but I hate the smell that lingers post-durian session. Durian eating has always been a special occasion for my family members. However, having too much isn't good for you either. Here's a tip: Durian is a *heaty* fruit. To reduce this *heatiness* fill the empty durian shell with salt water and drink the water. That helps.

Warren : According to our employee training guide, we... okay, fine, my dad's a durian fanatic and I don't mind pinching some now and then.

Clara : There is no such thing as a second chance for this fruit. It's either you love it or hate it. I've never been a fan from the start.

Just a few more questions. Tell us about the last time you went to a fancy restaurant.

Josh : Gin Ryu Tei. I had a lobster set which includes lobster shashimi, sushi and ramen.

Warren : Chalet, just over 2 weeks ago. Wagyu beef, paired with a delightful Shiraz Cabernet. And a beautiful lady to share it all with!

Clara : I was at Cilantro. The unagi with foie gras is a definite stand-out.

Splendid! So, if it was your last meal on earth...

Josh : It doesn't really matter what I am having as long as I am having it with my loved ones.

Clara : Although the prospect of imminent death would be sad, I can't imagine it would be all that bad. If I am allowed the luxury of a choice, then it will be chocolate soufflé and a glass of champagne. I can never make up my mind.

Warren : It doesn't matter. I've been blessed with so very much (yes, also in terms of food!) and in any case I highly doubt earthly fare will compare to anything in Heaven!

Cheers for chatting. Hope you enjoyed the pineapple tarts!

Food Listings

Here's a few of our Fanatics' favorites:

Bentayan Otah Stall / Malaysian (Otak-otak) / Inexpensive / No. 6, Bentayan Hawker, Muar, Johor, Malaysia

Modesto's Sri Hartamas / Italian / Inexpensive (with their 50% off offer!) / Lot 48652, Off Jalan Bukit Kiara, Sri Hartamas, Kuala Lumpur, Malaysia or call + 60 3 2694 6868

Village Park Restaurant / Local (their Nasi Lemak is fabulous) / Inexpensive / 5, Jalan SS21/37, Damansara Utama, 47400 Petaling Jaya, Selangor, Malaysia

Bakerzin / all sorts, but their desserts are fabulous / Moderate / 1Utama and Bangsar Village, www.bakerzin.com

House + Co Cafe / Local (it's quite an experience to be dining in a home and lifestyle furniture store) / Moderate / Lot S15, 2nd Flr, East Wing, The Bangsar Shopping Centre, 285 Jln Maarof, Bkt Bandaraya, 59000 Kuala Lumpur, Malaysia, www.houseandco.com.my

Sugimoto / Japanese / Moderate / 36-1 & 38-1, Jalan 27/70A, Desa Sri Hartamas Kuala Lumpur, Malaysia

Cilantro / Contemporary / Expensive / MiCasa Hotel Apartments, 68B, Jalan 1/68F, Off Jalan Tun Razak, 50400 Kuala Lumpur, Malaysia

Seven Ate Nine / Fusion / Expensive / The Ascott Kuala Lumpur, 9 Jalan Pinang, 50450 Kuala Lumpur, Malaysia, www.sevenatenine.com

Third Floor / French / Expensive / JW Marriott, 183 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia, www.thirdfloor.com.my

Tech Tips : Your Basic Toolkit

There will come a day when you'll need to muster up your courage to pop the hood of your computer case. Otherwise, you can always get help and watch while a fearless friend does it for you. When the time comes, you'll need the proper tools. A fancy tool kit is unnecessary. Read on to find out what you'll need.

Item # 1 The toolbox:

An affordable and popular case is the box you would use for keep fishing gear. It has a tray which allows you to organize your lose items as well as a larger open space at the bottom to hold your larger items.

Item #2 Screwdrivers:

Screwdrivers are necessary for almost any hardware upgrade or part swap. You will need at least a Phillips, a test pen / flathead screwdriver.

Item #3 Tweezers:

Tweezers are helpful when working in tight spots or retrieving lost screws. We suggest flat-tipped tweezers.

Item #4 Flashlight:

The insides of your computer case can be quite dark even in a well-lit room. A flashlight will be useful to help you see small cables and connectors in your

computer case.

Item #5 Parts Container:

A container (preferably with a lid) will be useful to hold screws and jumpers.

Item #6 Needle-Nose Pliers:

These are useful for holding small items and for removing and replacing jumpers on circuit boards.

Item #7 Nut drivers and other special tools:

Many computer tool kits include meter readers, nut drivers and other specialized tools. For basic troubleshooting, screwdrivers and pliers should be sufficient.

Item #8 Pen and Paper:

You'll need these to jot down your computer's original setting. This is critical, especially if you are experimenting.

Item #9 Cable Tie:

Really handy to keep your cables and wires organized.

Item #10 Paracetamol:

For relief from headaches and body aches.

News and Updates

31 July 2006

Nesh, Malaysia's leader in water quality products, appoints Integricity to redevelop its website. Integricity will also provide copywriting, photography and consulting services in addition to the deployment of a fully-featured content management system.

18 July 2006

Hope Skin & Laser Centre, Malaysia, appoints Integricity to redesign its website.

9 June 2006

TATTLE (www.tattlelife.com), a premiere online lifestyle interactive magazine signs up for Integricity's Dedicated Server Hosting services.

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