



# CHECK YOUR LABEL (CYL) PROGRAM

Technology and Society Division  
Standards Development Department



# CONTENT

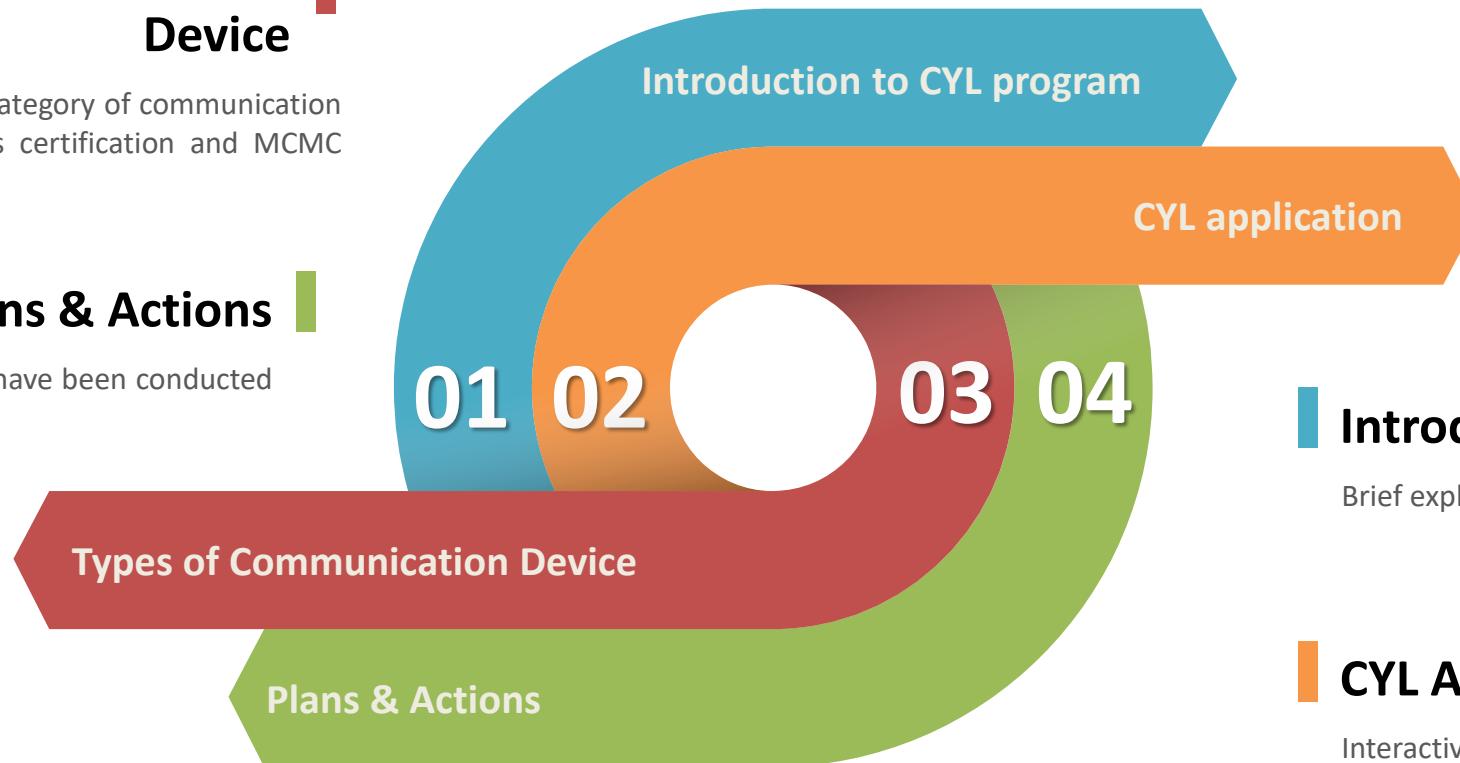


## Types of Communication Device

Description on the category of communication device that requires certification and MCMC label

## Plans & Actions

Promotional activity that have been conducted and planned activities.



## Introduction to CYL Program

Brief explanation on the objective of the program

## CYL Application

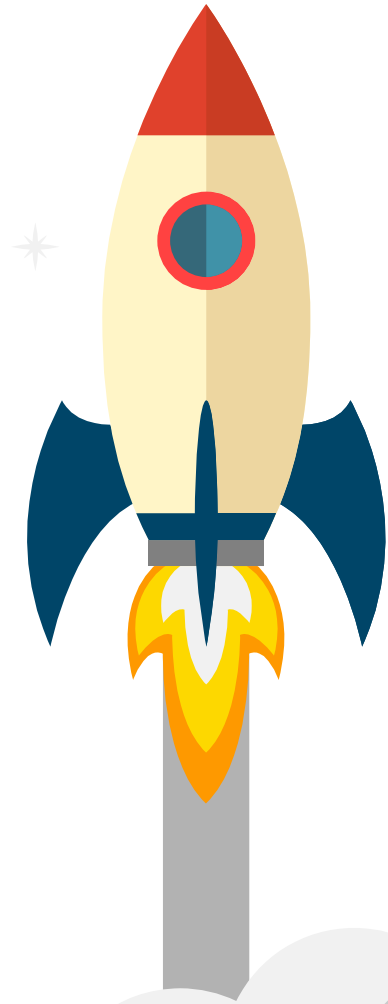
Interactive session to demonstrate on the mobile application.



## WHAT IS CYL?

Check Your Label (CYL) is [an awareness campaign](#) to educate on the importance of purchasing communication devices with a valid MCMC label.

Provide guidance on [how consumers can verify the validity of MCMC label](#) on communication devices.



# KNOW THE LABEL

## Conventional Label



Label serial number

- Conventional label on communication product before 1 June 2015
- Only in the form of a hologram sticker

## Labels

MCMC Logo

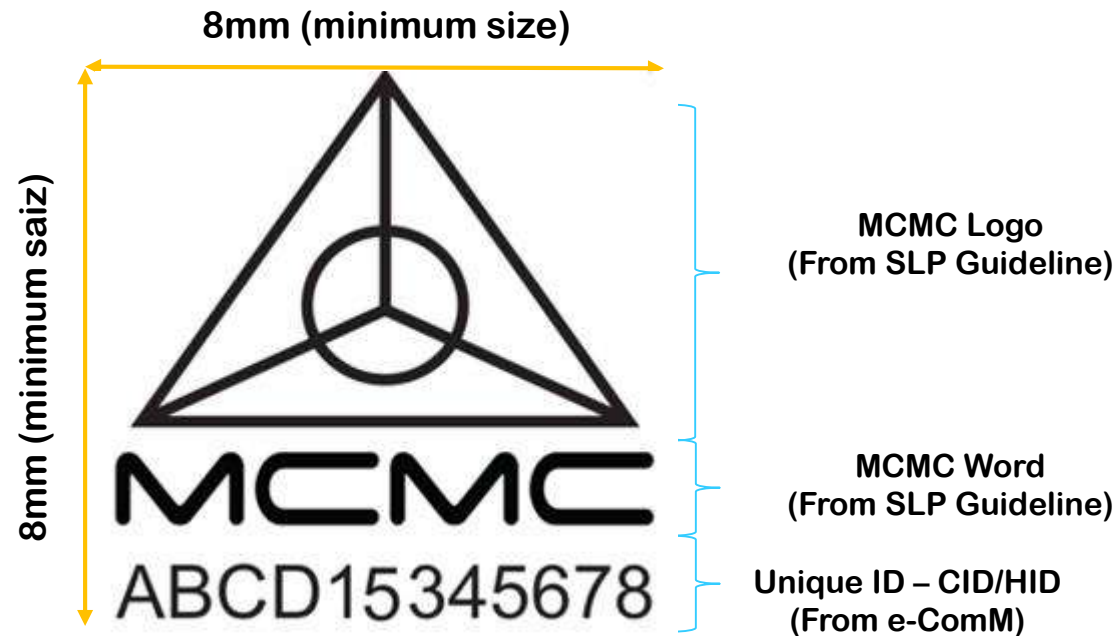
The identification number of supplier / manufacturer

## New Label



- New label for communication device started on 1 Jun 2015 onwards.
- Come with 2 different forms:
  - a) e-labelling; or
  - b) Surface labelling (sticker, engraved, embossed or print)

# MCMC LABEL



Example : CIDF15000001

Certification mark can be resized proportionally

ABC	CID-Common ID or HID-Certificate Holder ID
D	Manufacturer: F-Foreign, M-Local
15	Year 2015
345678	Running Number



# METHODS TO CHECK MCMC LABEL

## Check Your Label Mobile Apps



1



## Website: <https://ecomm.sirim.my>



2



# HOW TO CHECK CERTIFIED COMMUNICATION DEVICE VIA CYL APPS?



## CHECK THE LABEL

Look for MCMC label (physical label/ E-labelling) before buying a communication device.



## CYL apps/ e-ComM

Download Check Your Label mobile apps or  
Go to eComM website [www.eComM.sirim.my](http://www.eComM.sirim.my).



## KEY IN INFO

Key in IMEI number or device's serial number on the Check Your Label mobile app or website to retrieve device's or approval information.



## VERIFY

Ensure device's approval information (model number, brand, supplier etc.) are accurate/belong to the device

# HOW TO RETRIEVE IMEI

IMEI info can be retrieve from the phone directly by dialing **\*#06#**

1 Open Phone App



2 Dial **\*#06#**

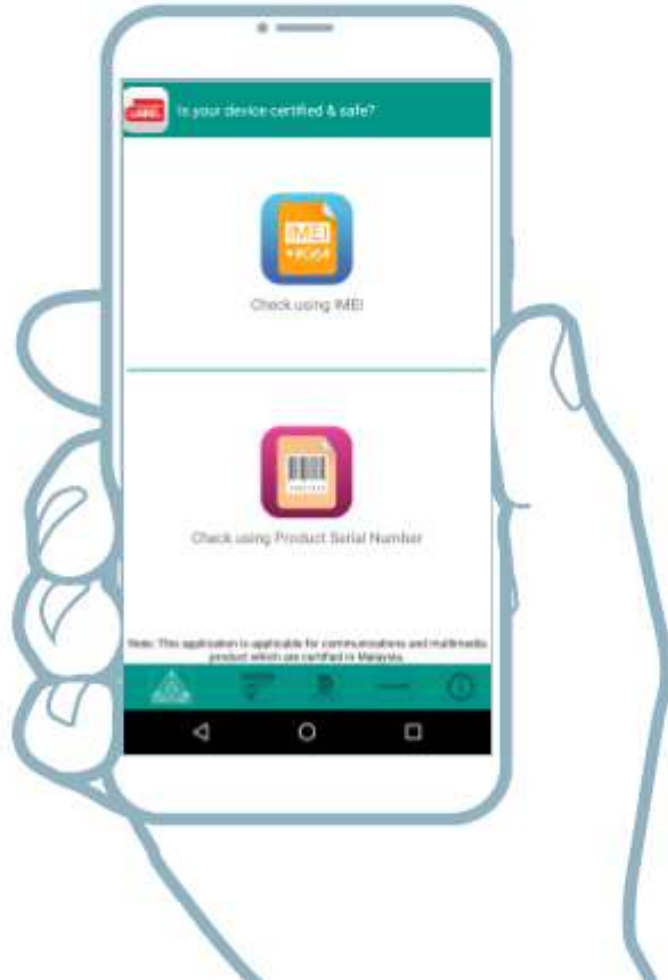


3 Get IMEI





# STEPS TO VERIFY MCMC LABEL



## Home Screen

Once the launch screen is completed, the app will automatically redirected to home screen.

- ☐ Click on 'Check using IMEI' to verify device using IMEI number.
- ☐ Click on 'Check using Product Serial Number to verify device using product serial number
- ☐ Click tab bottom bar to navigate through other options.

# STEPS TO VERIFY MCMC LABEL



## IMEI Information

To verify device using IMEI number

- ☐ Click on 'Get My IMEI' to automatically get current device IMEI number. (For Android only)
- ☐ Click on 'Search' to verify product.
- ☐ Click on 'Cancel' to go to previous menu.

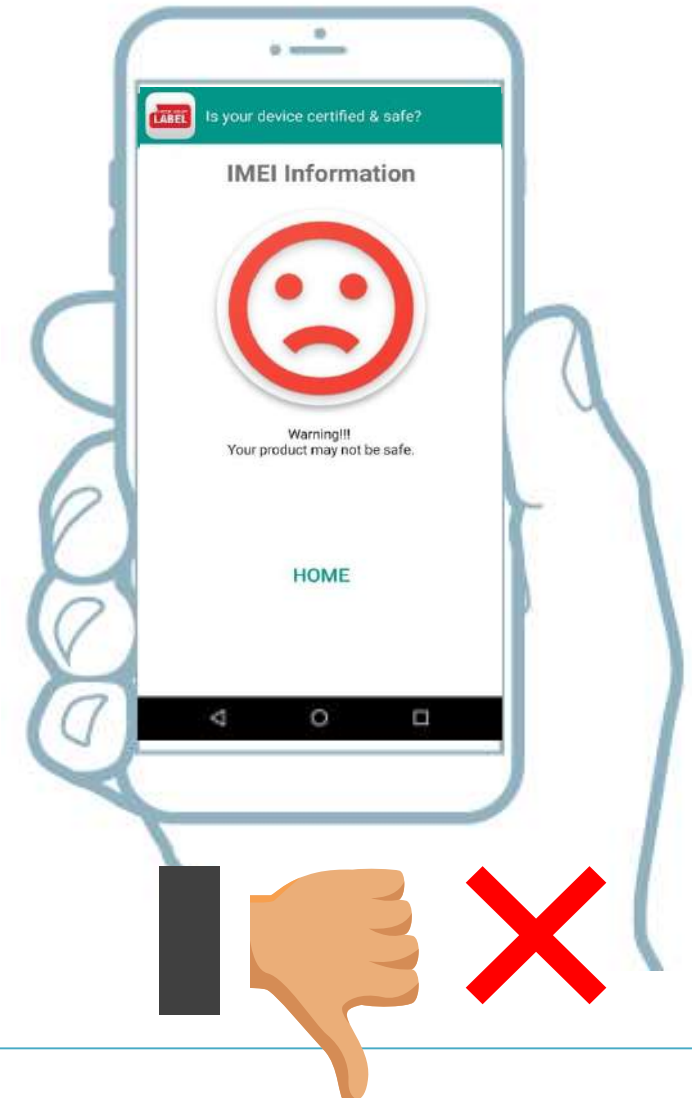
# STEPS TO VERIFY MCMC LABEL



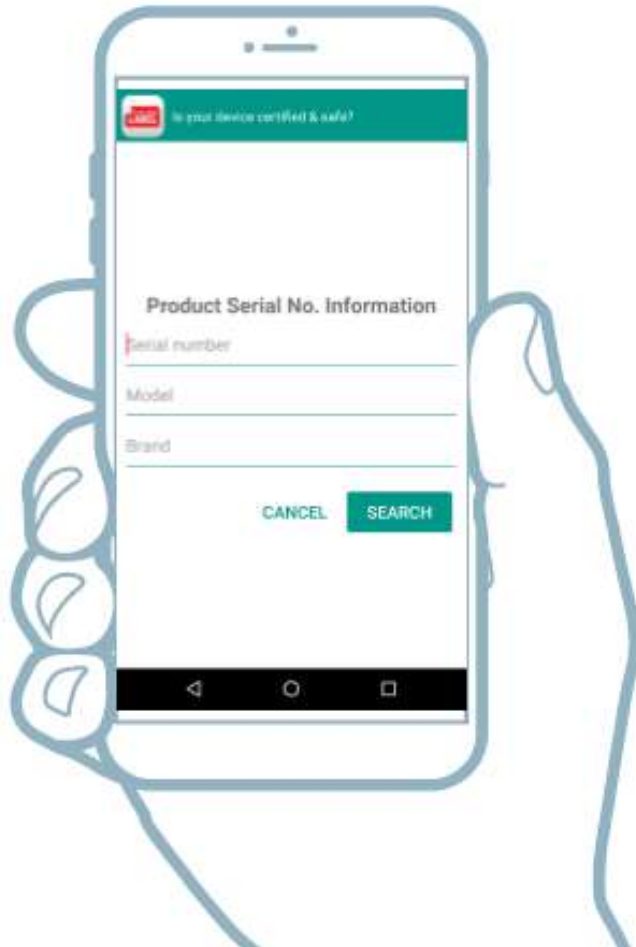
## IMEI information

If the MCMC logo appears, then it means that the device is certified. Otherwise a warning will appear.

- ☐ Click on 'Details' to show more information
- ☐ Click on 'Home' to go to home screen.



# STEPS TO VERIFY MCMC LABEL



## Product Serial No

To verify device using product serial number

- ☐ Key in product serial no, Model, and Brand
- ☐ Click on 'Search' to verify product.
- ☐ Click on 'Cancel' to go to previous menu.

# TYPES OF COMMUNICATION DEVICE

Wireless

Connected to Network



# EXAMPLE OF IT NETWORKING PRODUCTS





# WHAT IS HYBRID DEVICE?



Laptop



Communication Module  
(WLAN & Bluetooth)



Hybrid Device



Robotic Vacuum Cleaner



Communication Module  
(WiFi)



Hybrid Device

# EXAMPLES OF HYBRID DEVICES





# WHY DO YOU NEED MCMC LABEL?

**Communication devices without MCMC label are potential to the following risks :**



Unsafe to consumers



Degrade the quality of service  
received from communications  
service providers

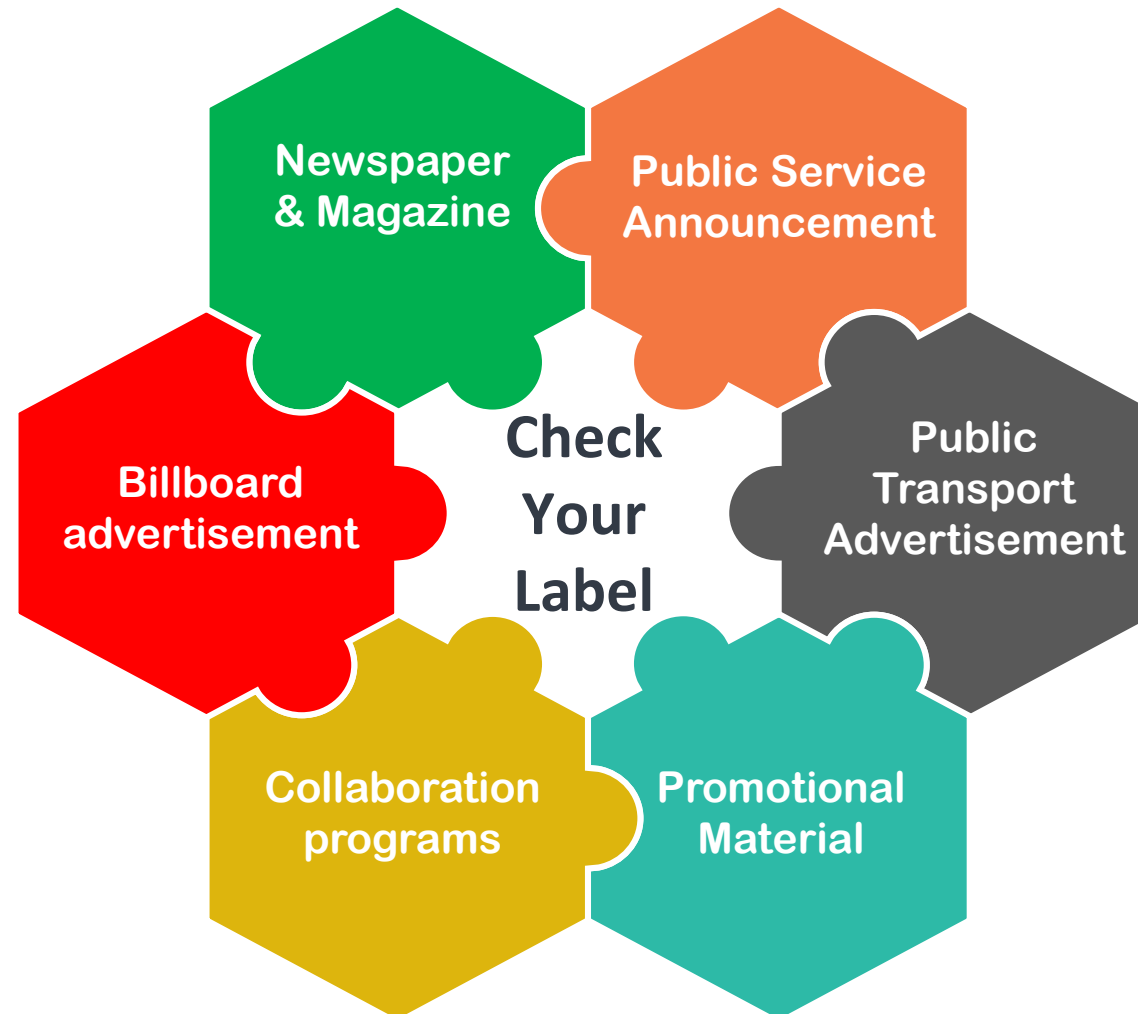


Frequency interference to  
communication services



Purchased device may be  
counterfeit / cloned

# CYL PROMOTIONAL ACTIVITIES



# CYL PROMOTIONAL PLANS FOR 2019

## CYL Advertisement - Public Transport

- Body wrap interior and exterior for LRT Kelana Line Jaya & Ampang Line (2 coaches) & RAPID Penang bus (1 unit)
- 6 months period



## Social Media Influencer

- CYL promotional on social media influencer's account.
- 6 months period

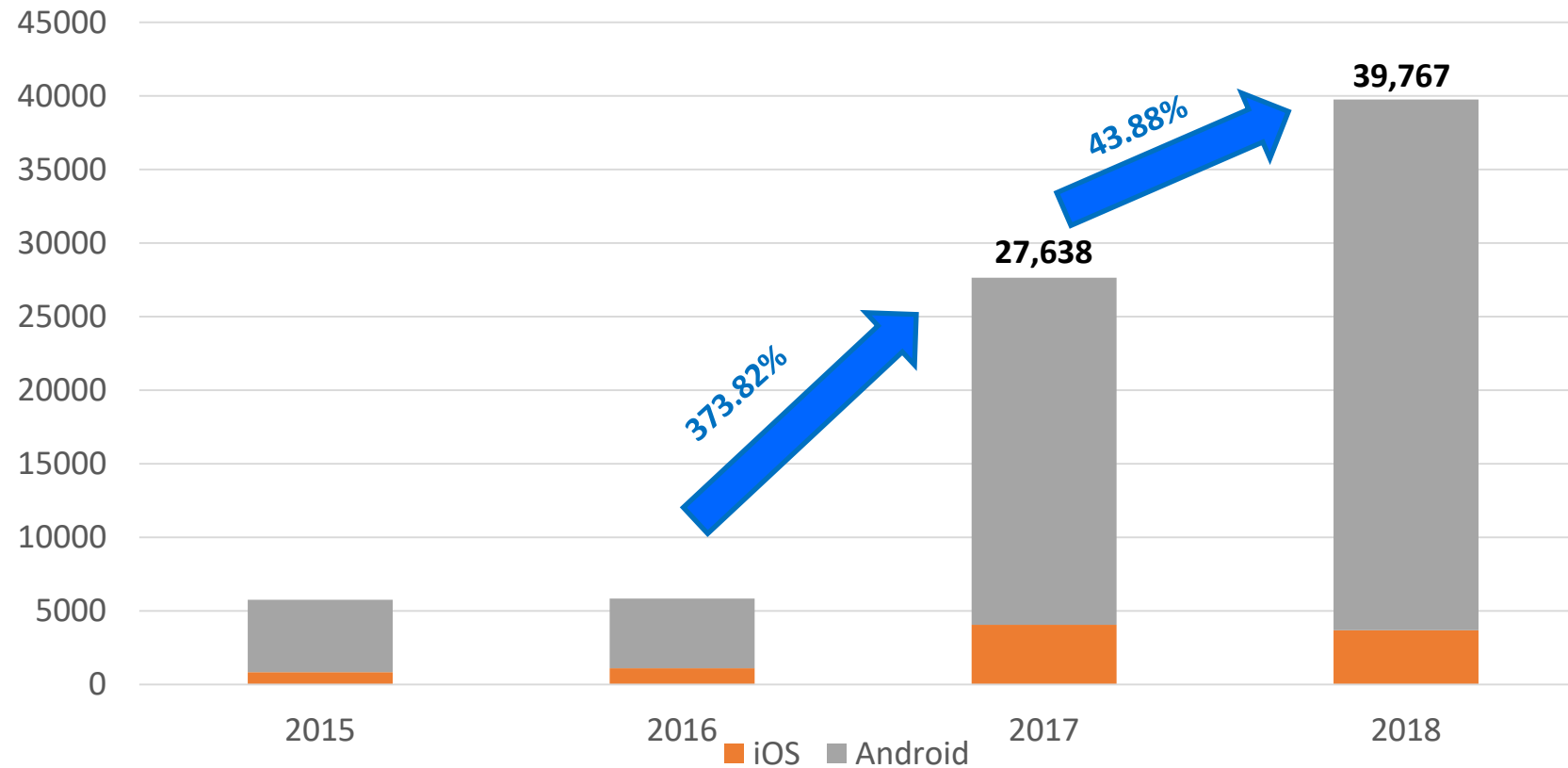


## Sponsored Advertisements on Social Media

- Postings of CYL promotional material on Youtube, Instagram and Facebook.
- 6 months period

# CYL STATISTICS (2015 – 2018)

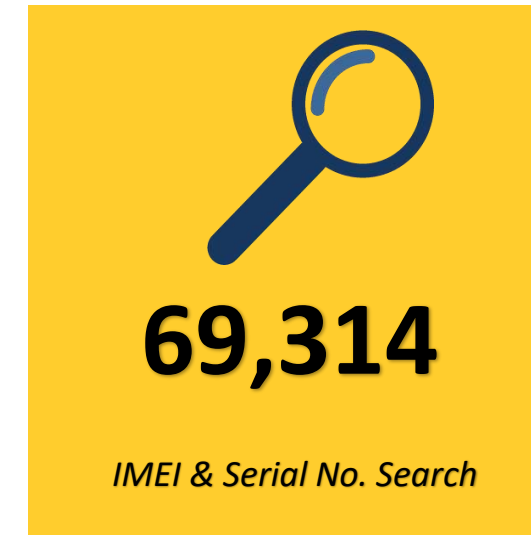
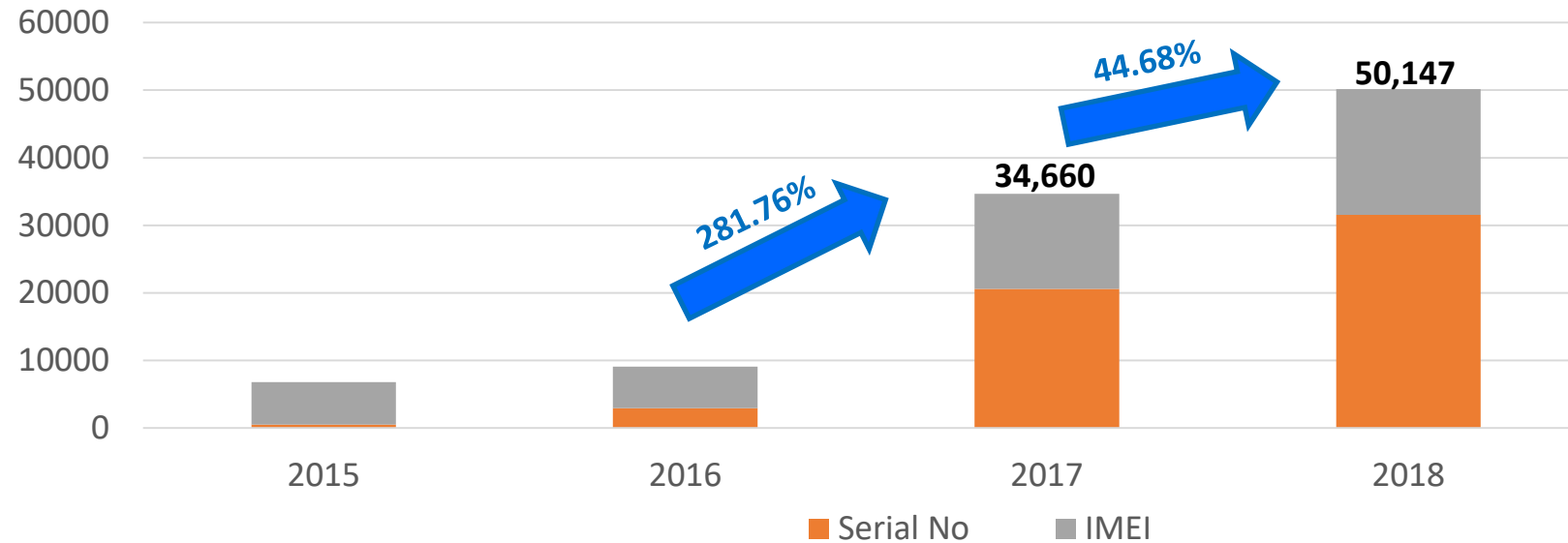
## CYL Mobile Application Downloads



**78,983**  
Total download as December  
2018

# CYL STATISTICS (2015 – 2018)

## IMEI & Serial No. Search



# Q & A Session



Ahmad Zulhelmi Ab Hamid  
03-8688 8442  
[zulhelmi.hamid@mcmc.gov.my](mailto:zulhelmi.hamid@mcmc.gov.my)

# BILLBOARD ADVERTISEMENT ALONG MAJOR HIGHWAY





# BILLBOARD ADVERTISEMENT ALONG MAJOR HIGHWAY



# PUBLIC TRANSPORT ADVERTISEMENT





# COLLABORATION PROGRAM



# NEWSPAPER & MAGAZINE ADVERTSIEMENT




**Check Your Label**

**A great deal may come with hidden costs**

All communication devices sold in Malaysia must feature the MCMC label. Check the label at [oComM.slrin.my](http://oComM.slrin.my) before buying it. It could save more than just your money, it could also save the lives of your loved ones.

Download the free application **Check Your Label** from Google Play or the App Store to determine its authenticity and ensure that the telephone you are buying is safe and adheres to the set standards.

[Google Play](#) [App Store](#)

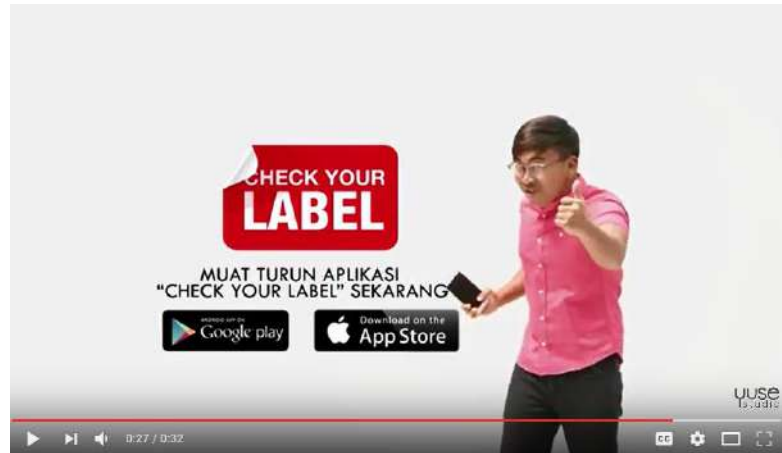
**PROHIBIT FOR OFFICIALS:** It is illegal to sell, trade or purchase or use the label to sell any communication equipment which is not tested, pre-qualified, or pre-approved, for which is a fine not exceeding RM10,000 or imprisonment for a term not exceeding six months or both.

**KKMM** **MCMC**





# CYL PROMOTIONAL MATERIALS



Video version 1

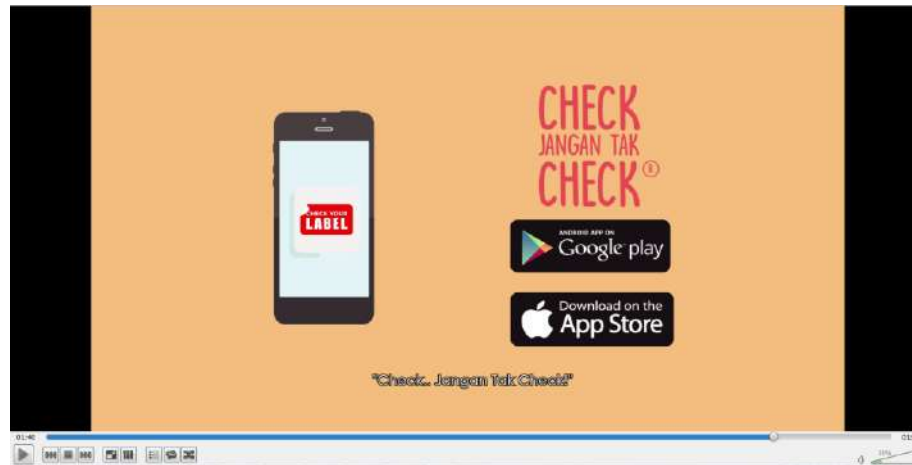


CYL Brochure



Poster / Bunting

# CYL PROMOTIONAL MATERIALS



Video Version 2



CYL Handbook



# PUBLIC SERVICE ANNOUNCEMENT



## Radio



- CYL awareness voiceover broadcasted at the following stations:

- ERA FM
- HOT FM
- SINAR FM
- LITE FM
- MIX FM



## TV



- CYL awareness video broadcasted at the following stations :

- ASTRO OASIS (satellite)
- ASTRO RIA (satellite)
- TV3 (terrestrial)





# EFFECT OF USING NON-CERTIFIED COMMUNICATION DEVICE



18 April 2016



7Julai 2015



# FAKE / COUNTERFEIT COMMUNICATION DEVICE CASES



**Hong Soon (dua dari kanan) menunjukkan telefon bimbit jenama terbaharu yang dirampas** pada sidang media di Kuala Lumpur, semalam. [FOTO MEON AHMAD NASRIN/BER]

## Sindiket jual telefon bimbit tiruan tumpas

**Kuala Lumpur:** Satu sindiket yang menjual telefon bimbit tiruan pada harga sebenar tumpas selepas polis menahan dua lelaki dan merampas 500 unit telefon bimbit tiruan pelbagai jenama yang dianggarkan bernilai RM120,000.

Dalam kejayaan Jumaat lalu itu, polis mulanya memberkas dua lelaki, masing-masing berusia 30 dan 35 tahun di sebuah pusat beli-belah di Jalan Tun Tan Cheng Lock, di sini. Suspek kemudian membawa anggota pihak berkuasa ke dua stor di kompleks berkenaan yang dijadikan tempat menyimpan telefon bimbit tiruan.

Timbalan Ketua Polis Kuala Lumpur, Datuk Law Hong Soon,

berkata gerakan kira-kira jam 4 petang itu disertai oleh anggota Jabatan Siasatan Jenayah Komersial Ibu Pejabat Polis Kontinjen Kuala Lumpur (IPKKL) dan Ibu Pejabat Polis Daerah (IPD) Dang Wangi.

### Tipu pelanggan dakwa telefon bimbit tulen

"Suspek dipercayai menipu pelanggan dengan mendakwa telefon bimbit berkenaan adalah tulen, mempunyai tempoh jaminan dan menjualnya pada harga sama dengan telefon tulen.

"Mereka yang dipercayai aktif melakukan penipuan itu sejak tiga tahun lalu juga dikatakan menjual aksesori tiruan untuk telefon bimbit," katanya pada sidang me-

dia di sini, semalam.

Antara jenama telefon bimbit tiruan yang dirampas polis dalam pemeriksaan itu adalah Sony, Samsung, Oppo, Lenovo dan iPhone 6.

Hong Soon berkata, suspek turut menggajikan beberapa pekerja untuk menjual telefon bimbit tiruan di luar premis perniagaan mereka dengan menyasarkan orang tua, warga asing dan orang kurang upaya (OKU) sebagai mangsa.

"Tempoh hayat telefon bimbit tiruan yang dijual juga dikatakan hanya mampu bertahan selama sebulan," katanya sambil menambah, kes disiasat mengikut Seksyen 420 Kanun Keseksian kerana menipu.

31 Mac 2015

