

## **CloniZER, Iranian Choice with World's Crème de la Crème**

CloniZER project, which has been known as "National Computer" in Iran, is an invention by an Irish-based Iranian. This project has been patented under Mehdi Kashani. The idea for the invention of CloniZER project has been posed for the first time in the world. Presently, the production of this computer system is underway.

The software package system will hit the domestic and foreign markets before termination of Sept. 22, 2005.

The designing stages for production of this software have been conducted by 120 Iranian expert engineers.

Based on coordination made in this regard, Iranian Informatics Development Company, as the project executor, will export this product to Saudi Arabia, Dubai and Malaysia.

To learn more about the details, our reporter has conducted an interview with Reza Samizadeh the managing director of Iranian Informatics Development Company and the head of the Board of Directors of Shegarf Company.

Let's review the interview in questions and answers:

**Q: How come the CloniZER project or the "National Computer" project was delegated to you?**

A: In the beginning, I should say that about three years ago, Iranian Informatics Development Company changed its main policy to involve in making investment in the field of ICT (informatics and communications technology). As a matter of fact, we were authorized by the Industrial Development and Renovation Organization (IDRO) in order to recognize economically justified projects. Due to high risk of some projects, we managed to recognize one project i.e. CloniZER project or "National Computer" project which has been introduced and invented by Irish –based Iranian Mehdi Kashani.

When the inventor of this project learned about the possibility of making investment in ICT field by the private sector in Iran, he got in touch with our office and then proposed his project. After conducting feasibility studies, we started to cooperate with inventor of this project

**Q: Where does the idea of Mehdi Kashani come from? Based on what criteria was this project designed?**

A: When a computer user works with his own device, he may have direct contact with the related accessories in order to carry out the job professionally. Otherwise, working without any accessories will be impossible for the user in particular. Therefore, this device has been designed in ergonomic form i.e. a computer which is able to meet the basic requirement of a user. This idea has been designed based on "One Click One Touch" that is to say that by the help of one click on keyboard, you are able to send your message to other persons and there is no need to send your message through the a-mail, fax or SMS (short message system).

When you boot your computer on setup of WINDOWS environment, one text command is appeared and all information in text command or your INBOX environment is saved and after reading the message, you can send the text by the application of any media software pack-ages as you wish.

**Q: According to the head of Industrial Development and Renovation Organization (IDRO), all stages for production of this device have been designed inside the country. How do you opine on this?**

A: If we wanted to reconsider the policies that Iran had in mind in the past eight years i.e. to be self-sufficient, we would not enjoy the positive results. Therefore, we did it as the world did, that is to say, we decided to order high quality computer chips and accessories of other leading manufacturers in the world and after importing required computer accessories into Iran, we embarked on assembling for production of computer set especially in our factory based in Shiraz. For example, we ordered procurement of MOTHERBOARD from Taiwan, PRINTER from HP and molds from China. Because, we didn't intend to manufacture hardware of computer sets whereas we intend to manufacture "National Computer". Consequently, the design and production of hardware and software of this project have been conducted by Gostaresh Rayaneh Farda (Shegarf) Company while manufacturing hardware has been delegated to other manufacturing companies.

**Q: Why have you preferred to call the project "National Computer" ?**

A: If Samand is considered as the name of a national vehicle, therefore, CloniZER can be named as a national computer. The main name of this project is CloniZER, and production of which will hit south -Asian countries and Western countries. We preferred not to select an Iranian name on this project.

**Q: How much does it cost and how much money has been invested for implementation of this project up to the present time?**

A: 130 billion rials at large has been envisioned for commissioning this project and 80 billion rials of which has been spent up to the present time. Out of the said figure, 34 billion rials has been estimated for mastermind and unique technical know-how of inventor of this project i.e. Mehdi Kashani while the rest has been reimbursed by the Industrial Development and Renovation Organization (IDRO).

**Q: According to you, this project enjoys high investment risk. What is your proposal for making such investment on this project?**

A: We carried out many feasibility studies for implementation of this project. First of all, one should consider the target market in order to gain remarkable profit. The investor should evaluate the market and then manage to attract high welcome of people from his or her product. We also intend to participate in Dubai-based GITEX trade exhibition in the current year.

**Q: How much does it cost for procurement of a national computer set in Iranian market?**

A: Each device will cost ranging from 12 million Rials to 14 million Rials and will hit Iranian market in the near future.

**Q: How many new job opportunities have been generated in the project?**

A: I should say that this project has generated employment for 150 people directly and 500 people indirectly up to the present time. Most of these employed individuals are working on this project in overseas .