

### List of China-Singapore Digital Media Alliances signed on 2 Aug 2010

| S/N | Description  | Singapore companies  | Chinese companies  | Details  |
|-----|--|--|--|--|
| 1   | Setting up of S\$100 million Gobi China-Singapore Media Venture Fund focusing on early-stage investments in the digital media space. | Media Development Authority (MDA)  | Gobi Partners Pte Ltd <ul style="list-style-type: none"> <li>Established in 2002 in China with a focus on IT and digital media investment.</li> <li>Gobi set up three Funds in China which had invested in a total of 24 companies.</li> <li>The management team have been investing and operating in China for nearly two decades, very familiar with the digital media space.</li> <li>Gobi was named as one of the "Best VC Fund of the Year" at 3rd Annual China Venture Capital Awards in Beijing.</li> </ul> | The fund was set up to help more Singapore IDM companies gain market access to China and receive mentorship that will take their operations to the next level; while allowing Chinese companies to tap on Singapore's unique and competitive advantages as their gateway into Southeast Asia and the world.  |
| 2   | MOU on a Partnership for the Development of New Media Educational Content and Technologies   | VEEV Interactive Pte Ltd (VEEV) is a pioneer content developer with a proven track record to develop award winning interactive educational content since 1995. Founded in Singapore, VEEV has subsidiary companies in Shanghai (China), Oxford (United Kingdom) and Bangkok (Thailand). It was awarded Singapore's first niche IPTV license as well as an IDM-PO supported company. VEEV focuses on educational content, learning communities and cultural programmes. | Established in 1986, China Education Television (CETV) is affiliated to the Ministry of Education and the only national education TV Station in China. Its satellite broad-band transmission reaches hundreds of millions of the population in China offering a complete range of high quality educational TV programmes for all levels from young children, students and teachers to working adults and professionals.  | The VEEV-CETV partnership will focus on new media content and technology for the co-development and marketing of :- (a) The "Chinese Village", a 3D Virtual Learning Community for Chinese Language teaching and learning (b) Chinese language learning content for Singapore, regional and the international markets (c) pre-school through to high school programmes based on the Singapore and Cambridge syllabuses (d) regional distribution of CETV documentaries (e) Bilingual teacher-training (f) vocational and professional training courses (g) the largest iTNC (Interactive TV Network for Campus) where regional schools can share their work, resources, ideas and experiences. |

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| 3   | MoU on Joint Development and Promotion of Singapore and Shanghai Games and Digital Entertainment Industry | Games Exchange Alliance (GXA) is a network of companies that help gaming companies commercialise their games. Supported by IDA and MDA, the GXA presently is a thirty-six member business alliance.  | Shanghai Information Service Association (SISA) is a cross-sector, trans-ownership and non-profit industry organization in Shanghai. Currently, SISA has 230 members including Internet Content Providers (ICPs), Internet Service Providers (ISPs) and others. | Under the MoU, SISA members will jointly lead delegations to Singapore for business exchange programmes, and will also represent China to join the Asia Pacific Games Association currently chaired by GXA. The partnership will reinforce business opportunities for both Singaporean and Chinese game companies which are looking to expand beyond their bases. |
| 4   | Co-development Agreement to Jointly Develop a Massively Multiplayer Online Role-Playing Game (MMORPG)     | MIKOISHI Pte Ltd   | CIBN Online Games   | The first Chinese-Singapore co-development game project. Mikoishi will partner CIBN to jointly co-develop a MMO game with the global market in mind. CIBN will distribute this game in China.   |
| 5   | Acquisition of Azure Studio by Time Voyager   | Time Voyager Pte Ltd   | Azure Studio  | Within two years, Time Voyager has set up a branch office in China and also acquired another game company in Hangzhou. Azure Studio will bring on board its strengths to enhance the level of in-game art quality and visual effects.   |
| 6   | Agreement on Games Development and Distribution   | IFE Services Asia Pacific, is a fully-owned subsidiary of IFE Services Ltd, a leading global provider of entertainment solutions to the travel industry. The Singapore office was established in 2008 and serves as the regional hub for the fast-expanding Asia Pacific market. Its worldwide clients includes more than 50 airlines and cruise ship operators. | Tip Cat Interactive is a leading game development studio, headquartered in Shanghai, China. It is committed to making innovative games for digital distribution on mobile & social platforms.   | Under this collaboration, IFE Services team in Singapore will develop the technology to bring Tipcat's suite of game products to the In-flight Entertainment market. The companies will also jointly collaborate on developing new game IP (Intellectual Property) for other emerging mobile and embedded platforms (such as IPTV).                               |

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| 7   | Letter of intent for product development               | MXR Corporation Pte. Ltd | Changzhou Dinosaur Land Culture & Creative Co. Ltd | Changzhou Dinosaur Land Culture & Creative Co. Ltd has commissioned MXR to create interactive mixed reality versions of its popular animation character "Baby Dinosaur" and other attractions for its Universal Dinosaur Town in Changzhou.                   |
| 8   | Investment Agreement                                   | MXR Corporation Pte. Ltd | SuZhou H&H Capital Co. Ltd.                        | SuZhou H&H Venture Capital Co. Ltd's investments in MXR will help the Singapore company expand into China. This is one of the first steps for Suzhou H&H Venture Capital to build its plans for investment businesses in Singapore.                           |
| 9   | Contract & MoU   | MXR Corporation Pte. Ltd | ShangHai JieCui Digital Co. Ltd                    | The 2 companies will be forging their strategic partnership to promote technical exchanges.   |
| 10  | Contract & MoU   | Science Centre Singapore | MXR China Pte Ltd                                  | MXR will utilise its mixed reality technology to enhance the science and technology exhibits at the Singapore Science Centre, and its budding presence in China also aims to help heighten the latter's visibility in China through partnerships.             |
| 11  | MoU  | Singapore Flyer Pte Ltd  | MXR China Pte. Ltd.                                | MXR will explore sustainable and viable business models for collaboration with the Singapore Flyer Pte Ltd, using its mixed reality technology. Its budding presence in China also aims to help heighten the latter's visibility in China through partnership |
| 12  | MoU for Collaboration on commercializing Set Top Boxes | SyQic Capital            | Huawei   | SyQic will provide the peer-to-peer platform and graphical user interface (GUI) for the set-top boxes manufactured by Huawei.   |

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| 13  | MoU for Media Content exchange between Singapore and Shanghai for launch in leading edge testbeds in both countries | ServTouch-Wywy (Singapore) Pte Ltd   | Shanghai Engineering Research Center for Broadband Technologies & Application (B-STAR) & Shanghai Interactive Television Co Ltd | B-STAR and SiTV will create a portal for ServTouch's contents into China. ServTouch will also act as the representative in Singapore to help SiTV promote its Chinese content.  |
| 14  | MoU for Media and Technology exchange between Singapore and Shanghai for Education sector.                          | ServTouch-Wywy (Singapore) Pte Ltd   | Wise Information Pte Ltd  | This will be a commercial representation of both companies products. Wise Information Pte Ltd will work with its existing set of clientele in the education authorities in Shanghai to support imported technologies and contents from Singapore to support increasing needs in new media. ServTouch will act as the representative in Singapore to bring educational content and products from the Chinese market to benefit the Mother Tongue community for Chinese language. |
| 15  | MoU on Cooperation  | TQ Global Pte Ltd  | Guangdong Animation City  | TQ Global will be collaborating with the Guangdong government to help develop a Digital Entertainment Technology Park, building up its digital entertainment industry that includes animation, games, 3D movies etc. TQ Global will also tie up with Singaporean companies which are keen to expand their production, marketing and R&D operations into China at a low cost, through this collaboration.  |
| 16  | MoU on Cooperation  | Singapore Cybersports and Online Gaming Association (SCOGA), a not-for-profit gamers association comprising veteran gamers | China Information Broadcast Network (CIBN) Online Games   | SCOGA will work with CIBN to promote games under the Singapore Game Box to Chinese gamers through CIBN's platforms. Managed by SCOGA, the Singapore Game Box is an initiative led by MDA to avail newly developed games and game prototypes produced by Singapore companies for testing by gamers for the purposes of collecting feedback from and raising awareness among the gaming public.   |

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| 17  | MoU on Advance Video Analytics Research Collaboration Agreement | Kai Square  | School of Software, Dalian University of Techonology   | Kai Square will work with Dalian University of Technology to research on advance video analytics for surveillance, and this is expected to help DUT eventually internationalise and commercialise its techonology in this area.  |
| 18  | Memorandum of Understanding on Cooperation                      | GistXL is a National Infocomm Award prize winner and its core development team has more than a decade of experience in the field of language technolgy. | Translators' Association of China is China's only national association in the field of translation, and functions both as an academic society and a trade association. | This collaboration will cover research on new translation models and systems, promotion and popularisation of translation technologies in China, as well as training and certification of translation professionals and systems. |