

News Release

For Immediate Release

Singapore gears up for the Future of Media

Start of 3D TV trial and initiatives to develop and deploy next-generation media experiences

Singapore, 15 June 2010 – Singapore is gearing up to exploit the opportunities in a rapidly-transforming media landscape with initiatives that seed the development and delivery of next-generation consumer applications, services and experiences. These include the start of 3D TV trial across multiple platforms and the award of funding to innovative industry projects that are expected to change the way media and entertainment are consumed in future.

In addition, plans are underway to develop a prototype of the future Mediapolis@one-north. Known as Mediapolis Phase Ø (*pronounced “Phase Zero”*), the 16,000 square metres interim space which is expected to be ready for occupancy by first quarter of 2011 will cater primarily to the incubation of start-ups as well as test-bedding and prototyping of new, innovative concepts in the various media sectors including interactive digital media, film and broadcast.

Launch of 3D TV trial

Stereoscopic 3D is set to migrate from the cinemas to homes with the start of a one-year 3D TV trial by the Media Development Authority of Singapore. The trial kicks off today on terrestrial TV, cable TV and Internet Protocol TV (IPTV) in partnership with MediaCorp, Starhub and SingTel and involves the 3D recording of the National Day Parade. In addition to the broadcasters, other technology partners participating in the trial include Panasonic, Ross Video, Evertz, XpanD and Multimedia Maestro.

The trial enables the trial partners to test their transmission signals on different platforms, and address technical challenges in the delivery of 3D content to homes, whilst allowing service providers to explore viable business opportunities as they harness 3D technology to provide consumers with wider choices and better quality.

Apart from leading the trial with the partners, MDA will also launch a S\$5 million fund to facilitate the trial and drive the development of content, talent and media services in the area of 3D. Depending on the progress of the trial, the broadcasters may choose to extend the trial to include consumers.

Dr Christopher Chia, CEO, MDA said: "The success of 3D movies and advances in digital technology has sparked strong interest in 3D developments worldwide. Our strategy has been to boost the development of stereoscopic 3D content, applications and services and build an industry of 3D production experts to meet future demand. Today, Singapore is one of the first territories in the world with one-stop, end-to-end production and post-production capabilities in theatrical stereoscopic 3D.

"With the 3D TV trial laying the groundwork to bring 3D experience to homes, Singapore is once again harnessing the latest digital technology to develop and deploy cutting-edge media services."

Says Chang Long Jong, Deputy CEO, Television, MediaCorp, "As the national broadcaster, MediaCorp is constantly exploring new avenues to deliver valued content to our viewers. MediaCorp is firmly committed to the 3D TV trial and will produce content in 3D, starting with the recording and post production of NDP2010. Concurrently, MediaCorp will commence technical trial this month to determine the most suitable technology standard."

Mr Titus Yong, Vice President of Satellite, SingTel said: "SingTel has over 20 years experience in the broadcast industry, and we are excited to play an important role in the national 3D trial. We are the first to enable content providers to deliver 3D content to consumers in Singapore and the region via satellite and platforms such as mio TV. We also offer essential tools to aid in the end-to-end production of 3D content. These include solutions for processing raw footage into formats for tapeless delivery, as well as editing and post-production services."

"We know how much Singaporeans like exploring new gadgets and staying abreast of the latest technologies. For the Broadcast industry, we believe 3D TV is the next wave of innovation. SingTel is proud to be part of the 3D TV revolution to offer enhanced viewing experience to our customers," add Mr Edward Ying, Chief of Content and Media, SingTel.

Mr Chan Kin Hung, Head of Products & Solutions, StarHub said: "As the leading innovative pay TV operator in Singapore, StarHub is committed not only to offering a compelling range of programmes to local viewers but also to keeping abreast of technology developments that

boost our capabilities to deliver a superior viewing experience to our customers. We recognise the great potential of 3D TV which offers a new level of viewing experience to our customers, and we will work towards providing local viewers with the ultimate user experience by 'bringing the 3D cinematic experience right to their living room'."

Ramping up innovation in Interactive Digital Media

Industry players will be awarded S\$10.5 million for some 23 projects that are expected to propel the local interactive digital media (IDM) sector to the next level and change how we consume content in the near future.

Selected from 156 proposals through the Future of Media Calls for Proposals last year, these projects are expected to commit close to \$50 million of total investment in Singapore and create 200 new jobs over the next 2 years. The Future of Media initiative envisions to catalyse growth in the IDM sector by clustering our industry to create leading positions in targeted areas to leverage on each other to create a collective vision and strength to shape the media landscape.

Through this initiative, MDA has also marshalled five groups of partner networks bringing together more than 160 companies including large media companies and start-ups to collaborate on the projects and explore strategies on how best to expand their footprints into high growth regions in Asia such as China.

Interestingly, the Future of Media initiative has spurred digital media companies to move beyond the media sector and develop projects to embed IDM into other sectors of the economy such as healthcare and education. For example, ST Electronics will be creating virtual 3D environments for stroke patient rehabilitation and cognitive study of dementia patients while the Singapore Centre for Chinese Language is working with publishing partners such as Pearson and Wholetree to roll out interactive media applications to facilitate Chinese language learning. Such positive outcome will further enhance and consolidate Singapore's position as the preferred place for research and development in IDM.

Singapore strengthen ties with our international partners

Building on the strong bilateral relationship Singapore have with Korea, MDA will be signing a Memorandum of Understanding on Cooperation for a Safer Broadcasting and Communications Environment with the Korea Communications Standards Commission (KCSC) on 15 June 2010.

As Korea's media arbitration commission, the KCSC plays a key role in determining public value and fairness of broadcast and Internet content in Korea. The MOU will serve as an

important platform for both sides for greater exchange of information on matters of mutual interest and to develop cooperative mechanisms and best practices relating to media content regulation especially in this increasingly converging world where lines between broadcasting and communications are increasingly blurred.

Annex A – Profile of technology partners of 3D TV trial

Annex B – List of some selected projects under Future of Media Calls for Proposals

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Media Development Authority of Singapore (MDA)

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Global Media City and positioning it at the forefront of the digital media age. MDA spearheads initiatives that promote developments in film, video, television, radio, publishing, music, games, animation, media services and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, please visit www.mda.gov.sg and www.smf.sg.

Annex A: Profile of 3D TV trial technology partners

1. EVERTZ

Evertz is proud to be a global leader in the design and manufacturing of audio and video infrastructure equipment for the television broadcast and film industry. In keeping with today's multi-channel, digital environment, Evertz has expanded the breadth of its high performance systems for the broadcast market and has increased its worldwide HDTV, DTV, 3Gb/s, and 3D presence.

2. Multimedia Maestro Pte Ltd

Multimedia Maestro (MM) was established in Nov 2006 with two core mandates - convention cinema setup, as well as broadcast and digital cinema workflow and backend build up. Till date, MM has enjoyed several successes. It has built up a total of 45 Hybrid screens, 40 in Indonesia and 5 in Malaysia, and now entering other overseas markets with strategic partners like BARCO projection system and Panasonic respectively.

In 2009, MM implemented 3D screens in Indonesia and assisted Singapore exhibitors to upgrade to 3D system with Xpand. MM is presently working with International System Vendor for Live 3D downlink to exhibitors for live games and events.

In channel front, MM played a critical consulting role to help Leading Asia Lifestyle channel LITV launch their new channel using new tapeless playout system. With MM's media playout experiences, it successfully launched LITV within a record timeframe of 2 months despite facing several challenges.

MM recently contracted by a local satellite operator to build, operate and transfer knowledge of technology and manpower capabilities for its broadcast play out centre. This will be the first local broadcast service playout 3D-enabled.

3. Panasonic Systems Asia Pacific

Panasonic Systems Asia Pacific (Broadcast Regional Operation Center) handles both equipment sales and solutions-based projects, involving a full range of Broadcast and Professional Audio Video Equipment in the ASEAN region (except the Philippines) and India. Panasonic's quality formats, including DVCPRO HD, P2 (Solid State Memory Devices) and Professional AVCCAM range have been widely acclaimed by professionals for their superior picture, sound quality and reliability. In 2010, Panasonic was the first in the world to launch a fully integrated Full HD 3D Professional Camera.

Visit us at www.panasonic.com.sg/broadcast for more information.

4. Ross Video Asia

Ross Video designs, manufactures and supports a wide range of innovative products for use in live production applications. Ross' award winning product line includes Vision, Vision Octane and CrossOver Video Production Switchers, openGear, RossGear and GearLite Terminal Equipment, SoftMetal Video Servers, OverDrive Production Control Systems and XPression Character Generators. Ross products are installed in over 100 countries around the world, where they are used daily by top broadcasters, production companies, sports stadiums, government agencies and houses of worship.

5. XpanD (X6D Ltd)

With manufacturing facilities in Asia, Europe and North America, XpanD's global reach has accomplished two key economic achievements: XpanD now sells over 2 million of its stylish, eco-friendly, and completely immersive X101 3D active glasses to cinemas each year; and that has enabled the company to make the 3D glasses affordable for cinema owners and home

users while providing 3D quality that was originally available only at a professional cost. XpanD has the extraordinary combination of experienced and visionary leadership, state-of-the-art technology, and economies of scale that will provide a backbone for the cinema and consumer electronics industries as they further transition into the 3D future. X6D Limited is a global company whose products and services are marketed under the XpanD brand name. XpanD was created by industry veterans in theatrical exhibition, entertainment, film production and distribution, and specialty film and digital technologies and is funded by a European investment fund. XpanD technology is used by over 3,000 3D cinemas in more than 50 countries and is the default 3D solution for post-production houses, educational and professional 3D applications. XpanD designs, manufactures and OEMs a range of consumer electronics 3D solutions

Annex B: Future of Media Call for Proposals – Examples of selected projects

S/N	Category	Company	Project Description	Contact
1	FutureTV	Above Technology	TangoFX is a social TV platform to enable media exchange, interaction and collaboration among communities. The TangoFX platform aims to bring the concept of “collaborative community viewing” experience back to the distributed internet. The platform enables social media communities to collaborate and create their own custom TV networks and view in “Virtual Living Rooms” (VLR), regardless of the display (set top box, mobile phone, PC, interactive kiosk, etc).	andrew.liew@above-inc.com
2	FutureTV	SyQic Capital	SyQic is the owner and operator of the Broadband TV / Content platform branded as YOONIC. YOONIC is licensed as a complete entertainment, information and services platform or purely as just a technology solution. The platform is capable of delivering rich media content particularly video where the internet broadband infrastructure is not optimally set up to deliver video content.	Jamal Hassim, CEO jamal@SyQic.com

3	FutureMobile	Ufinity	<p>[Mobile Analytics] The project aims to develop a common data collection framework across multiple disparate mobile platforms with high-level user tools for fine-grained data analysis and report generation on the web resulting in highly tuned next generation mobile applications based on quality feedback.</p> <p>Research areas include:</p> <ul style="list-style-type: none"> (i) Intelligent Queueing of Data for Unobstrusive Analytics; (ii) Common Data Collection Framework; (iii) Next Generation Reporting. <p>Ufinity's key target market is China.</p>	<p>Tan Kuan Yew, Chairman tankuan@ufinity.com</p> <p>Low Chin Chau cclow@ufinity.com</p>
4	FutureGames	Red Hare Studios	<p>Developing Dynasty, a Flash-based online game with social networking elements. Based on the bestselling Civilisation games combined with a new bloodline concept.</p>	<p>Koh Wee Lit wlkoh@redharedharegames.com</p>
5	FutureGames	Immersive Play	<p>Developing GhostFriends, a Facebook game where players collect and train ghosts to complete quests and fight against each other. Plans are in place to include animated story content and other franchising activities, which is not often seen in Facebook games.</p>	<p>Lee Seng Beo sengbeo@immersiveplay.sg</p>

6	FutureBooks	Dentsu	To develop a digital magazine store "MagaStore" which digitizes magazine content, making them available to iPhones, Windows Mobile, BlackBerry and Android.	Aki Amaya aki.amaya@dentsuasia.com
7	FutureWorlds	Portege	8Fun is an intuitive ergonomic device which a user could wear, hold or attach to their body while playing games. This device is currently deployed in hospitals for rehabilitation of patients with neurological deficits. Such games are customised and usage of the device provides general exercise effect to counteract patients' movement or cognitive deficits.	Bin Wang, General Manager and Co-Founder bin.portege@gmail.com
8	FutureWorlds	ST Electronics – Centre for Interactive Media	A comprehensive, interactive, mobile and modular augmented virtual reality system to improve disability and functional outcomes after stroke.	Fiona Loke lokewl@stee.stengg.com