PIXEL

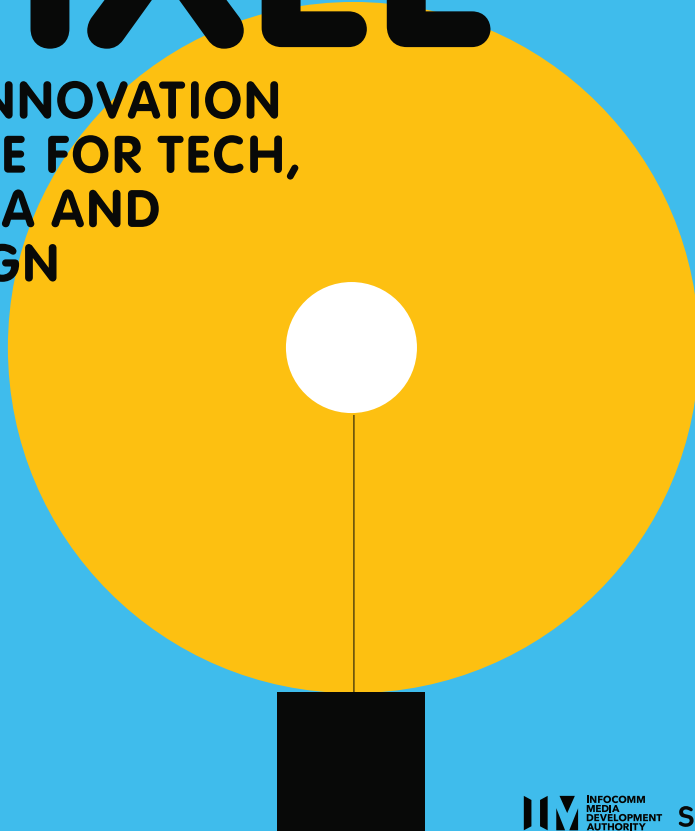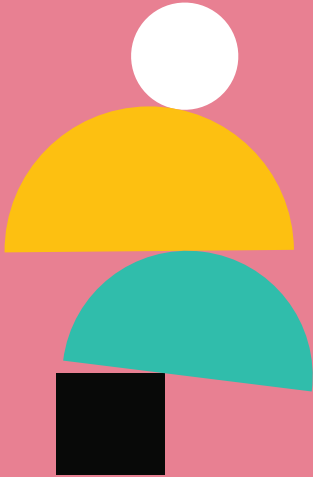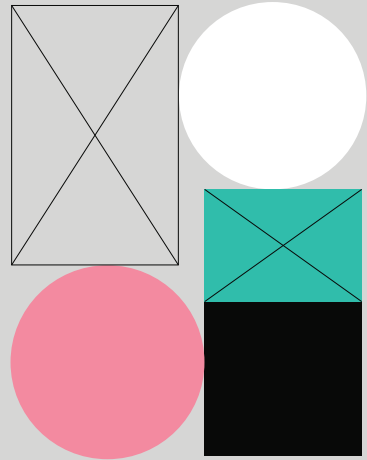## AN INNOVATION SPACE FOR TECH, MEDIA AND DESIGN

FROM
PIXEL
TO LIFE

Located at One North, PIXEL is an innovation space that provides the Infocomm and Media (ICM) industry with facilities, expertise and programmes to ideate, experiment and build customer-centric digital experiences for the future.
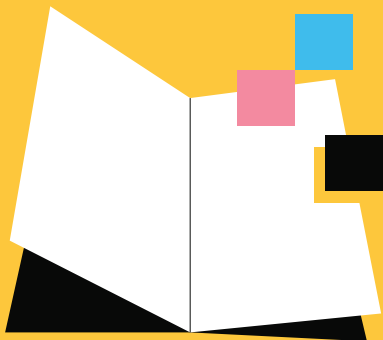
FROM PIXEL
TO CUSTOMER

Learn about Design Thinking and
how its human-centred approach to
problem solving can help you create
more customer-oriented products
through workshops and project-based
coaching sessions at PIXEL.
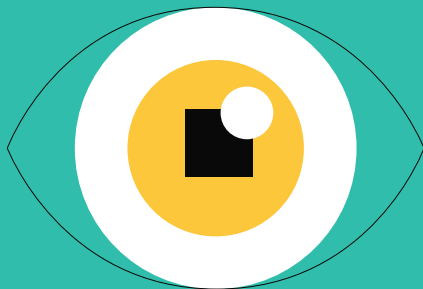
FROM PIXEL
TO PROTOTYPE

Build and enhance your UI/UX
capabilities as you prototype and design
customer-centric digital experiences
through workshops, masterclasses,
project-based coaching, and our
usability testing lab at PIXEL.

DIGITAL STORYTELLING
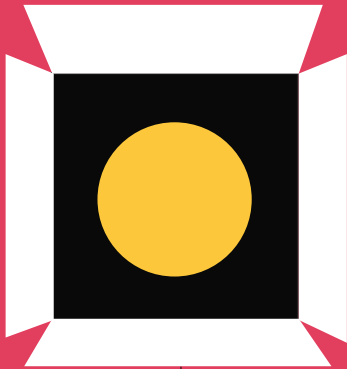
FROM PIXEL
TO STORIES

Learn how to combine digital tools and storytelling techniques, to transform your products and services into engaging experiences with powerful narratives, through workshops and project-based coaching at PIXEL.

IMMERSIVE EXPERIENCES
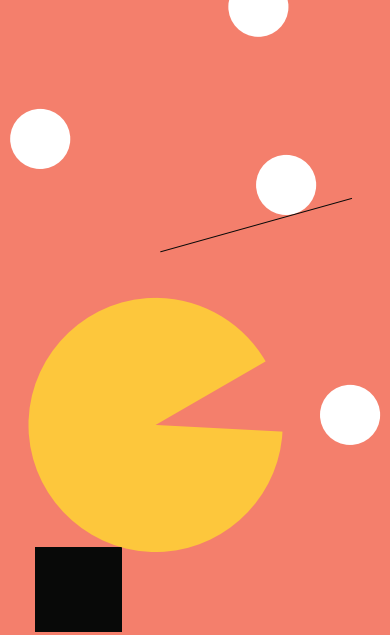
FROM PIXEL
TO EXPERIENCE

Experiment with the latest tools and software platforms, such as extended reality and advanced interfaces, to create innovative, immersive experiences.

FROM PIXEL TO PICTURE

Combine the power of technology and storytelling to craft content that speaks to your audience with our video production facilities and editing suites.
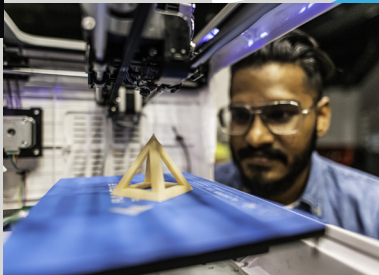
FROM PIXEL TO PLAY

Design and build your game, receive mentoring by industry veterans and plug into the local game development community.

FACILITIES & EQUIPMENT

USABILITY TESTING LAB

Test your prototype, website or mobile app with specialised tech, such as wearable eye-tracking hardware, galvanic skin response sensors and more!

FABRICATION LABS

Get access to the latest rapid prototyping equipment, such as 3D printers and laser cutters, for your project.

IMMERSIVE EXPERIENCES LAB

Try out the latest VR, AR, MR and Advanced Interfaces software platforms and tools to develop powerful immersive experiences.

VIDEO PRODUCTION

Record and edit your creative pieces with professional video and sound production facilities, such as green screens, professional cameras, camera crane systems and thematic sets.

CO-WORKING AND INCUBATION SPACES

Work alongside a multidisciplinary community of tech innovators, content creators and digital designers.

WHAT GOES ON AT PIXEL?

LEARN

Join our workshops and masterclasses to get inspired by innovative use cases and deepen your knowledge in your areas of interest. Sessions are FREE, and open to attendees from enterprises.

BUILD

Ideate, experiment and prototype to create customer-centric products with our unique mix of tech, media and design facilities, all under one roof.

CONNECT

Mingle, network and discover new opportunities for collaboration with innovators and mentors in our unique multidisciplinary community.

🌱 MENTORSHIP

Gain both business and technical insights for your innovation projects through one-to-one consultation sessions or in-depth project-based coaching from assigned mentors.

PIXEL-appointed mentors are trusted and experienced advisors who take time out of their busy schedules to coach promising infocomm and media companies.

We will match their expertise to your needs, and provide the space for mentoring sessions. Reach out to us to find out more!

FROM PIXEL
TO LIFE

To find out more, email us
at enquiry@impixel.sg.

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