

Annex B – ASEAN ICT Award Finalists

ASEAN ICT Awards Finalists

ABOUT ASEAN ICT AWARDS 2013

The ASEAN ICT Awards (AICTA) is an initiative under the ASEAN ICT Masterplan 2015 to recognise outstanding Information and Communication Technology (ICT) achievements among entrepreneurs and organisations in the region. It also serves to encourage innovation and creativity, and provide the platform to promote ASEAN ICT products globally.

The AICTA recognises innovations in six categories – namely Public Sector, Private Sector, Digital Content, Corporate Social Responsibility, Start-Up, and Research and Development. This is the first time that the Research and Development category has been included in AICTA.

The first AICTA was held in Cebu, Philippines in November 2012. This year, it is being held in Singapore in the evening of 14 November 2013 at the Gardens by the Bay.

For more information on the AICTA, please visit: www.aseanictaward.com

PUBLIC SECTOR

This category is for ICT innovations which are public sector related. It is for any application software, hardware or its combination that enables the more efficient, effective, transparent and/or low-cost Government operations, or implemented by the Government to provide the best and valuable services to the public.

Name of Submission: **eCitizen**
Organisation: Infocomm Development Authority
Country: Singapore
Contact: Ms Shanna Ng
Manager, Corporate and Marketing Communication
Shanna_ng@ida.gov.sg

eCitizen aims to provide citizen-centric information and services for transaction with the Singapore Government. eCitizen offers cross-agency content and easy access to over 400 e-Services from across whole of government. It enables users to search and locate the content easily via eCitizen's intuitive and powerful "search-as-you-type" feature. Users can also easily share useful content via popular social media platforms. As eCitizen is also accessible via smart phones and other devices, users can access government information and services on-the-go, anytime anywhere.

Name of Submission: **Smartcard for Frequent Traveler**
Organisation: Datatrans Informatika
Country: Indonesia
Contact: Mr Abdul Yadi
Director

Abdul_yd@yahoo.com

Smartcard for Frequent Traveler is an AJAX-web-based application to enable the usage of smartcard by frequent cross-border traveller for automatic verification at Indonesian immigration checkpoints at International Sea Ports in Riau Islands province. This is a faster and more efficient way compared to manual passport verification by immigration officers.

Name of Submission: **iCollect**
Organisation: Immigration and Checkpoints Authority
Country: Singapore
Contact: Ms Brenda Tham
Senior Public & Internal Communications Executive
Brenda_tham@ica.gov.sg
63916187

iCollect is the world's first self-service facility that automates the collection of important government secured documents, through the innovative use of biometrics for identity verification and RFID technology combined with intelligent robotic arm mechanism for document retrieval. iCollect was developed to benefit the entire Singapore population - Singapore citizens, permanent and foreign residents. It allows people to self-collect their passports, Identity Cards (NRICs) and Long Term Pass (LTP) cards after their identities have been verified via biometrics, i.e. fingerprint verification and facial recognition.

PRIVATE SECTOR

This category is for ICT innovations which are private sector related. It is for any application software, hardware or its combination that serves the needs of the private sector such as Industrial Application, e-Logistics and Supply Chain Management, Finance Industry Application, Communication, e-Health, Tourism and Hospitality.

Name of Submission: **Cargo Optimizer Enterprise**
Organisation: Dreamsofts Optimization Ltd
Country: Thailand
Contact: Mr Jiamsak Tongrung
Marketing Manager
jiamesak@gmail.com

Cargo Optimizer is a cargo-loading optimization software which will effectively calculate cargo loading efficiency. The software will help users to save loading and unloading time through using the software's load patterns, increase cargo load efficiency and lower shipping cost among others.

Name of Submission: **NFC Tag Sim Card**
Organisation: MDT Innovations Sdn Bhd
Country: Malaysia

Contact: Mr Liew Choon Lian
Group Chairman and CEO
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The NFC Tag Sim Card focuses on embedding NFC tag typically available in plastic cards form factor into an ordinary SIM (subscriber identity module) card of mini SIM or micro SIM size, effectively known as NFC-SIM. NFC-SIM draws electricity from a mobile phone's SIM slot via UICC contact pad to become an NFC tag to be read by NFC terminals despite being obstructed by the battery and the metal casing of the mobile phone. The operation of NFC-SIM is a simple plug and play to any mobile phone, regardless of its model and build. Once an NFC-SIM card is inserted, the mobile phone will be able to access the menu with application written into the SIM using STK or WIB2.0. Ultimately, this SIM card empowers any mobile phone as a media for e-wallet/e-cash carrier.

Name of Submission: **OneChangi**
Organisation: Changi Airport Group Pte Ltd
Country: Singapore
Contact: Ms Ng Koon Ling
Senior Manager, Corporate Communications
Ng.koonling@changiairport.com
97995229

“OneChangi” project is considered “first & unique” for Changi Airport Group (CAG) to consolidate and integrate all customer touch points into one centralised CRM platform. These touch points include: web, email, phone, e-feedback kiosks and a unique system called SWIFT (Service Workforce and Instant Feedback Transformation) that handles instant feedback and e-Inspection/service recovery. The centralised platform allows CAG, partners, agencies and tenants to share information and collaborate among themselves to deliver world-class customer services to passengers and the general public. CAG can now utilise the platform not just for handling public feedback and enquiries, but also for tracking and monitoring performance and responsiveness of our partners, agencies and tenants in following up and closing cases.

DIGITAL CONTENT

This category is for any application software, hardware or its combination that relates to the process of combining text, sound, pictures, and videos, to create a diversion that holds the attention (entertainment), in the form of Multimedia, Infotainment, Immersion and Interaction e.g. the technology innovation to develop advanced human characterisation in the animation film. Included in this category is the application aforementioned through internet medium and mobile devices delivery. It is also for any application software, hardware or its combination that provides management and technical support to the news and entertainment industry such as Television Broadcasting, Radio Broadcasting, Cinema, Live Entertainment, Publishing, Newspaper and Internet News.

Name of Submission: **Express Melody**
Organisation: Express In Music Pte Ltd

Country: Singapore
Contact: Mr Jerry Chen
Managing Director
jerry@expressinmusic.com
94782028

First in the world, Express In Music integrates proprietary technologies with its services to provide ambient music at remote locations. Through its crowd-sourcing platform, Express Melody has a source of a few thousand artists and composers who submit their original content with the intention of having their music played at commercial outlets. Express Melody's patented set-top box is able to stream this background music to hundreds of outlets in a short span of time which has gained good traction with major brand names. Using cloud computing platform, its clients in the F&B, retail, mall industries are able to conveniently control their ambient music from anywhere in the world at anytime remotely through smart devices such as iPhone, Android or desktop.

Name of Submission: **MindPlus: Islamic Knowledge**
Organisation: PHMD Publishing Company
Country: Brunei
Contact: Mr Ak Mohd Khairi Bin Pg Hj Metussin
Founder/CEO
khairi@phmdpublishing.com

Mindplus is a mobile learning application designed to support educators and engage students in both group and one-on-one settings. This platform provides a comprehensive range of topics on Islam using animations as a medium of learning including movies, quizzes, time-lines, etc. Mindplus also has tracking metrics which allows users and guardians to follow their child's progress and activities attempted thus providing live feedback on the user's understanding of the topics.

Name of Submission: **myBusiness**
Organisation: Singapore Telecommunications Limited
Country: Singapore
Contact: Mr Sonny Phua
Corporate Communications Manager
sonnyphua@singtel.com
85117996

Launched in 2012, myBusiness is an online portal developed by SingTel to serve Small and Medium Enterprises (SMEs) in Singapore. It is a one-stop online utility platform that provides a uniquely designed experience, delivering SaaS (Software-as-a-Service) and SME-specific aggregated services and content. myBusiness also partners SPRING Singapore to provide grants and assistance scheme resources for SMEs to learn and find suitable grants, and to receive assistance from business advisors.

CORPORATE SOCIAL RESPONSIBILITY

This category is for any application software, hardware or its combination that supports the community in the ASEAN Member States' society with the aim to promote the rights and needs of particular groups; or to improve the wellbeing, quality of life and standard of living of the community. The product shall be initiated, developed and owned by a Non-Government organisation. However, the funding to the initiative and the development can be provided by the Government or Private Institution or both.

Name of Submission: **LexiPal**
Organisation: NextIn Indonesia
Country: Indonesia
Contact: Ms Vremita Desectia
Public Relations
vadasectia@gmail.com

LexiPal is developed as an innovative product to treat Dyslexia and reading difficulties with Microsoft Kinect as its main technology. LexiPal aims to minimise undiagnosed dyslexia by providing easy and cheap early detection using LexiPal Home Version; and help prevent learning frustration through an effective, fun, and attractive treatment using LexiPal Home Premium and Therapist Version.

Name of Submission: **i lert u 1st Thailand Mobile SOS**
Organisation: Arunsawad Dot Com Ltd
Country: Thailand
Contact: Mr Kittinan Anuphan
kittinan@anywheretogo.com

i lert u is a mobile application system that connects the smart phone GPS navigation system to the social networks. Users can send their location or SOS messages on their smart mobile phones to their social networks for assistance from friends and family members in case of emergencies.

Name of Submission: **CarbonStory**
Organisation: CarbonStory LLP
Country: Singapore
Contact: Mr Andreas Birnik
Co-Founder
andreas@carbonstory.org
91881086

CarbonStory is a crowd-funding platform for climate change projects around the world. Users calculate their individual carbon footprint and support certified climate change mitigation projects by purchasing carbon offset credits. Projects are divided into four categories: renewable energy, reforestation, carbon capture and energy efficiency. Users get a personal account listing the projects they support and the badges they have earned. Users can challenge their friends to go carbon neutral and compete in various leaderboard rankings. They can either join existing teams or create new teams to work collectively towards achieving real climate impact. CarbonStory is the only service in the

world that combines gamification and storytelling element with carbon offsetting, making carbon offsetting contemporary and relevant to a younger internet-savvy generation.

START-UP

This category is for any start-up company which develops an innovative and potentially superior ICT product, but the company itself is still considered to be at the early stage of inception. The start-up company must meet certain criteria such as being a registered company not older than three years from the date of the AICTA competition.

Name of Submission: **Buzzebees Application**
Organisation: Buzzebees Co Ltd
Country: Thailand
Contact: Mr Michael Chen
CEO
Michael@buzzebees.com
+66-895081168

BuzzeBees is a social media application which combines activities into a real life reality show. Members' every action will earn points, giving them privileges of eating, travelling, and shopping for free by playing Facebook on BuzzeBees. BuzzeBees social media application unifies and brings the convergence of social media, gaming and supply chain into one platform; similar to the evolution of the Smartphone and the convergence of the PC, PDA, camera into the mobile phone. BuzzeBees has a chance to bring convergence to the internet platform, not necessarily in the way of market takeover but in the form of the medium in which will bring unification and convergence to the systems.

Name of Submission: **Context Connect**
Organisation: Graymatics SG PVT Ltd
Country: Singapore
Contact: Ms Rachita Kumar
Marketing and Business Development
rachita@graymatics.com

ContextConnect Cloud (G3C) is a market-ready, cloud-based, scalable, high performance, deep image, video analysis and classification platform. The G3C obtains visual metadata contextual to images and videos, allowing content owners and content managers including online publishers, social networks and mobile carriers to better monetise their image and video content. This is used towards a new type of highly effective advertising opportunity with interactive and contextual images and videos.

Name of Submission: **Soft Space Centralised EMV**
Organisation: Soft Space Sdn Bhd
Country: Malaysia
Contact: Ms Desiree Chow
Communications Strategist
Desiree.chow@softspace.com.my

The Soft Space mobile payment platform is both EMVCo (EuroPay, MasterCard & Visa) Level 1 and Level 2 certified so it is recognised and accredited worldwide to accept card payments. Soft Space utilises centralised EMV processing that supports multiple platforms such as iOS, Android, BlackBerry and Windows platform. Its platform is completely hardware agnostic. Thus merchants are not locked down to any specific hardware and now have the freedom to switch between various devices. Soft Space Centralised EMV mPOS solution is globally recognised where it is listed under MasterCard's preferred and best practice MPOS solution. According Visa and Mastercard, Soft Space EMV Level 2 certification is the first in Asia.

RESEARCH AND DEVELOPMENT

This category is for any ICT research and inventions of new knowledge, processes, product and services that meet the demands of the market. A few criteria includes the product being less than a year old since its date of completion, has not been marketed yet and the company being the sole owner of the intellectual property rights.

Name of Submission: **Lao Optical Character Recognition**
Organisation: E-Government Center, Ministry of Posts and Telecommunications
Country: Lao PDR
Contact: Ms Chittaphone Chansylilath
Division Director
chittaphone@gmail.com

The Optical Character Recognition (OCR) is an essential device for converting Information available in printed format including image format to electronic format. It converts any image format to a text.file which can then be edited for other purposes. This process is easily extendable to be used for other languages. This automated conversion process is fast, economical and not labour intensive which would enable printed content to be shared over the web or any other electronic medium.

Name of Submission: **Multi-Screen Cloud Social TV**
Organisation: Movue Media Pte Ltd
Country: Singapore
Contact: Mr Wen Yonggang
Chief Scientist
YGWEN@ntu.edu.sg

Multi-screen Cloud Social TV is a cloud based low-cost turn-key smart TV solution which integrates both back-end media cloud technology and front-end advanced human computer interaction (HCI) technologies. It provides a one-stop solution for all the occasions of social TV consumption, including cross-platform content acquisition, collaborative content editing, social network integration, communication modalities, video session migration, user generated content creation, and community cloud support. Its video teleportation technology is a patent-pending, intuitive HCI technology that reduces the learning process, making it easier for consumers from all walks of life to adopt. The

cloud-based backend system offers a platform independent solution to deliver a uniformed user experience to any media outlet. It can also work across platforms and networks, while smart TV solutions from vendors are often limited to their proprietary platforms.

Name of Submission: **Klungbot**
Organisation: Institut Teknologi Bandung
Country: Indonesia
Contact: Mr Eko Mursito Budi
Researcher
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Klungbot (Angklung Robot) is a new kind of musical system that enhances a traditional musical instrument with modern acoustic, robotic, and informatics technology. Among other things, the Klungbot is able to 'wake' the static and silent displays of traditional instruments such as gamelan, angklung, etc in the hotel lobbies and restaurants, bringing the original angklung music to guests. It also enables the angklung composer writing an arrangement, to try it without summoning the human players, thus enhancing the quality of angklung music. A music teacher may use the Klungbot to show or demonstrate clearly the notes, chord and rhythm, while Klungbot can play them automatically to accompany the singing.