

**FACT SHEET
NATIONAL INFOCOMM AWARDS 2014**

Background

The National Infocomm Awards (NIA) is a biennial event that was first launched in 2002. Jointly organised by the Infocomm Development Authority of Singapore (IDA) and the Singapore infocomm Technology Federation (SiTF), the NIA is positioned as Singapore's highest accolade for infocomm innovation. This is the seventh year that IDA and SiTF have organised the Awards.

Objectives

The NIA serves two purposes. First, it provides a platform for recognising innovative products/solutions from infocomm companies in Singapore. Second, it gives recognition to public and private sector organisations which harness infocomm technologies to ensure their organisation's effectiveness and efficiency. This recognition will help establish a brand name for infocomm leaders in Singapore and inspire other industry players to pursue the world-class benchmark set by the winners.

Award Categories

A) Most Innovative Infocomm Product/Solution

This category recognises Singapore-registered organisations and companies that have developed innovative infocomm products or solutions.

B) Most Innovative Use of Infocomm Technology

- Public Sector***
- Private Sector (General)***
- Private Sector (SME)***

These sub-categories recognise the innovative use of infocomm technology among public and private sector organisations in Singapore, including small- and medium-sized enterprises.

Judging Criteria

The nominees are judged primarily on their innovativeness in the use of infocomm technology or the innovative development of an infocomm product or solution.

The judges are also looking specifically for nominations that can contribute to the vision of Smart Nation, making full use of technologies to improve quality of life for users and enable new opportunities for businesses.

For the “Most Innovative Use of Infocomm Technology” in the public and private sectors, the judges are looking to see how these organisations have effectively and innovatively deployed technology to reap significant improvements in productivity or competitiveness. Other criteria include the ease of implementation and distinctiveness of the solution – for instance whether this is the first time the solution is being implemented in a particular industry in Singapore.

For the “Most Innovative Infocomm Product/Solution”, entries are evaluated based on the product’s innovativeness and use of emerging or advanced technology. The product or solution should also have a positive impact on the organisation’s revenue and customers, as well as have attained some form of local, regional or international market presence.