

## **FACT SHEET**

### **DIGITAL CONCIERGE**

#### **Background**

The Digital Concierge (DC) Programme aims to catalyse the growth of the mobile services ecosystem and encourage the development of transactional and innovative mobile services in Singapore, in particular location-based and mobile commerce services.

The programme will:

- Encourage more pervasive use of the mobile channel by businesses, starting with those in the retail, and food and beverage sectors;
- Accelerate the development of innovative, informational, transactional, location-based and mobile-commerce services by the infocomm technology solution providers through making available key mobile enabling functionalities such as location positioning, remote payment, ticketing and fulfilment; and
- Encourage greater consumer adoption and usage of mobile services by making available a wide variety of richer and personalised mobile services.

#### **Benefits**

Businesses will be able to build capabilities and leverage the mobile channel, to target their customers and market their products and services more effectively. Businesses will be able to reach a wider customer base by making their offerings available through this pervasive channel.




Mobile service providers and developers can reduce development time and complexity by leveraging common enablers to develop rich and innovative mobile services.

Consumers will be able to experience richer, personalized, location-aware mobile services. This will bring about greater ease and convenience to consumers, with a wider choice of mobile lifestyle services.

## Programme Implementation Update

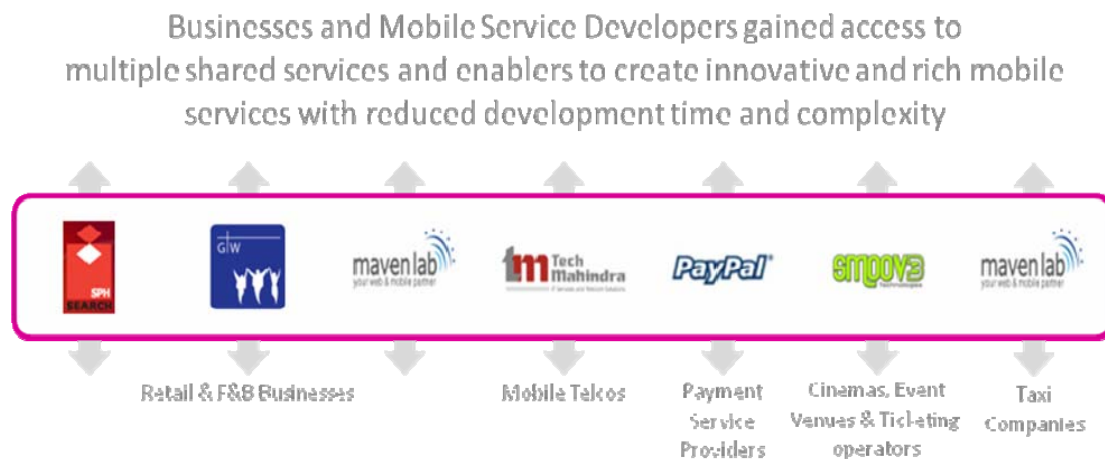
In April 2010, the Infocomm Development Authority of Singapore (IDA) awarded six companies under the Digital Concierge Call-for-Collaboration (CFC), to jointly invest a total of \$10 million over the next two years to develop and deploy common shared mobile services and enablers. These include a comprehensive directory of businesses, content platform for mobile websites, location positioning integrated with telcos, remote payment, taxi booking and ticketing and fulfillment. The six companies are GTW Holdings Pte Ltd, Maven Lab Pte Ltd, Paypal Pte Ltd, Smoov Pte Ltd, SPH Search Pte Ltd, and Tech Mahindra (Singapore) Pte Ltd. A brief description of the services to be developed by these companies is summarized below:

Figure 1: Summary of companies and services awarded under the Digital Concierge CFC

<p><b>Mobile Location Positioning</b> Enabler integrating with mobile telcos to provide handset-independent cell-id based mobile location positioning functionality.</p>		<p><b>Mobile Ticketing and Fulfilment</b> Enabler integrating with cinemas and event venues for purchase and delivery of electronic tickets to mobile phones for direct auto-gate access to venues.</p>	
<p><b>Shared Business Directory</b> listing comprehensive and regularly updated information of at least 70% of all retail and F&amp;B businesses in Singapore.</p>		<p><b>Mobile Taxi Booking Enabler</b> integrating with taxi companies to allow easy access to taxi-booking functionalities by third-party mobile services.</p>	
<p><b>Mobile Content Platform</b> enabling businesses to develop and host mobile websites with interactive functionalities that are optimised for mobile phones.</p>		<p><b>Mobile Remote Payment</b> Enabler allowing secured remote payments to be easily and seamlessly integrated with mobile websites and applications.</p>	

These common mobile shared services and enablers will be open and accessible by any businesses and mobile service developers, helping them to reduce development time and complexity in their deployment of mobile services.

Figure 2: Common Mobile Shared Services and Enablers with Open Access



When the services become progressively available from end 2010, businesses can target their customers more effectively based on their locations and preferences; to offer relevant transactional and mobile commerce services. On an opt-in basis without compromise to privacy, consumers will experience richer, more personalized and seamless transactional mobile services such as location-aware taxi-booking in one-touch, and just-in-time purchase of tickets delivered to one's mobile phone for auto-gate access to cinema or event venues. Retail or Food and Beverage (F&B) businesses can also target market prospective customers nearby their premises that fit a pre-designed profile in a timely fashion, thereby exploiting the potential of the ubiquitous handphone to improve effectiveness of their marketing.

### Desired Outcome

The programme aims to help at least 70% of businesses in the Retail and F&B sectors to be listed on the shared business directory, 2,000 businesses to reach out to their customers through mobile-optimised websites and enable a wide variety of rich and personalised mobile services accessed by at least one million users by mid 2012.

**For media clarifications, please contact:**

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## **SPH Search Pte Ltd**

### *Shared Business Directory Service - Rednano Directory Open API WebKit*

SPH Search will develop a shared directory service containing comprehensive and regularly updated information of local Retail and Food & Beverage (F&B) businesses. The service will be offered based on a set of published commercial pricing to any third-party mobile service developers that are interested to make use of the information.

An open Application Programming Interface (API) will be provided by SPH Search to mobile service developers to allow them to access its shared directory database containing a standardised set of information on businesses including their locations, opening hours and images of retail shop front, etc. This set of standardised information will be included in the database free-of-charge to the businesses.

In addition to the standardized set of information, SPH Search will also offer separately an additional set of value-added information including local content, lifestyle information and products and services reviews. It will also incorporate rich media and search capabilities to deliver complete summarised relevant results.

## **Contact Information**

SPH Search Pte Ltd, a subsidiary of Singapore Press Holdings Ltd (SPH), is the company behind Singapore's local directory search engine rednano.sg and its mobile platform Rednano Mobile.

For more information, please contact Rachel Soh, Business Development Manager at Tel: +65 6319 1097 or email: [rachelsoh@rednano.sg](mailto:rachelsoh@rednano.sg) or visit <http://rednano.sg/mobile>.

## **GTW Holdings Pte Ltd**

### *Shared Business Directory Service - Places.sg*

GTW Holdings will develop a shared directory service providing a set of comprehensive and standardized business information of Points-of-Interest (POI) that include retail and food and beverage outlets. These POIs will be updated regularly by a dedicated team of staff as well as crowd-sourced from both web and mobile users.

The service aims to lower the barrier for third-party mobile service developers to gain access to comprehensive and updated business information, through a set of Application Programming Interface (API) that is free-of-charge, to develop new mobile services. The service will also help the developers to shorten their time-to-market by leveraging on this comprehensive and ready-to-use information in developing their mobile services.

In addition to providing the standardized set of business information, the service will also allow businesses to rapidly syndicate additional information such as campaigns and promotions across multiple mobile services.

## **Contact Information**

GTW Holdings Pte Ltd, set up in 2006, specializes in the collection of business directory information relating to F&B businesses in Singapore. It has currently provides the F&B web portal "HungryGoWhere.com" for the local market.

For more information, please contact Wong Hoong An, Business Development Director at Tel: +65 6252 1538 or email: [hoongan@gtwholdings.com](mailto:hoongan@gtwholdings.com)

## **Maven Lab Lte Ltd**

### *Mobile Content Platform for Mobile Websites - Moobify*

Maven Lab Pte Ltd will provide a platform that offers quick and simple tools for businesses, particularly those in the retail, and food and beverage sectors, to create their own mobile websites without the need for technical or design knowledge, nor infrastructure to support the websites.

The service will include multiple useful and interactive features for businesses to reach out to their customers, for example:

- Marketing tools to connect to users of social media sites such as Facebook, Twitter, etc.;
- Mobile commerce and shopping carts;
- Mobile booking / reservations;
- Mobile event calendaring; and
- Seamless integration with traditional mobile capabilities such as Short Message Service (SMS) and Multimedia Messaging Service (MMS).

Businesses will be able to easily create and update content through the service's WYSIWYG-enabled (What-You-See-Is-What-You-Get) online portal. To ease content creation, ready-templates are available for different types of businesses in the retail and food and beverage sectors. The service will also optimise content delivery to more than 5,000 models of mobile devices of different form factors and operating systems.

## **Contact Information**

Maven Lab Pte. Ltd., set up in 2006, is a Singapore-based company that specialises in the area of web and mobile services. Since inception, the company has embarked on many major projects in the local market.

For more information, please contact Eric Lee, Business Development Director at (65) 6223 4900 or email: [eric@mavenlab.com](mailto:eric@mavenlab.com) or visit the website at [www.mavenlab.com](http://www.mavenlab.com)

## Tech Mahindra (Singapore) Pte Ltd

### Mobile Location Positioning Enabler

Tech Mahindra (Singapore) Pte Ltd will develop and provide a location positioning platform to enable businesses and mobile service developers to easily develop and deploy operator-neutral location-based services. The service will be integrated with the location infrastructure of the mobile telcos in Singapore, reaching consumers irrespective of their subscribed network.

The service will provide a single point of interface for businesses and mobile service developers to gain access to telcos' mobile location positioning capability based on end-user opt-in basis without compromise to privacy.

Tech Mahindra (Singapore) Pte Ltd will also make available to the developers comprehensive resources to help them reduce development time and complexity for deploying location-based services. For example, software development toolkits, a sandbox development environment, common application programming interfaces, etc. will be available through a developer portal.



## Contact information

Tech Mahindra Ltd is a leading provider of IT Services and Telecom Solutions.

For more information, please contact Amit Sharma, Regional Director - Business Development (APAC) at Tel: +65 6417 2000 or Mob: +65 9937 9840 or email: [amit.sharma18@techmahindra.com](mailto:amit.sharma18@techmahindra.com) or visit <http://www.techmahindra.com>



**PayPal Pte Ltd*****Mobile Remote Payment Enabler***

PayPal Pte Ltd will make available two solutions to enable businesses and mobile service developers in Singapore to easily integrate mobile payment functionalities with their mobile websites and applications.

The two solutions are:

- Mobile Express Checkout – for integration of payment into m-commerce websites
- Mobile Payment Software Development Kit (SDK) – for integration of payment into mobile applications

PayPal will offer both solutions based on an open-access model, i.e. transparent pricing and open technical interfaces that any third-party mobile services can easily tap on. The availability of the two solutions will help to proliferate the number of mobile payment services for consumers in Singapore.

The solutions will help businesses to enable payment functionalities in their mobile commerce websites, and thus allowing consumers to complete their purchases through mobile phones.

**Contact Information**

PayPal Pte. Ltd. is headquartered in San Jose, California and its international headquarters is located in Singapore.

For media queries, please contact Dickson Seow, Regional Head, Corporate Communications, PayPal Asia Pacific, at Tel: +65 6510 6463 or email: [dseow@paypal.com](mailto:dseow@paypal.com) or visit <http://www.paypal.com>.

For more information, please contact Rahul Shinghal, Regional Head-Mobile Product, APAC, at Tel: +65 6510 6400 or email: [rsinghal@paypal.com](mailto:rsinghal@paypal.com) or visit <http://www.paypal.com>.

**Maven Lab Lte Ltd***Taxi Booking Enabler - MoobiTaxi*

Maven Lab Pte Ltd will develop and provide a platform that enables third-party mobile service developers to easily integrate taxi booking functionalities into their services. This will enable consumers to easily book for taxis on their mobile phones through a plethora of third-party mobile services.

A set of Application Programming Interfaces (APIs) will be made available for third-party mobile service developers to gain access to taxi booking functionalities of multiple taxi companies, starting with Comfort Delgro.

The taxi booking functionalities provided will be similar to what is currently available on voice and SMS bookings, such as current and advance booking. The service will be free-of-charge to mobile service developers.

As an example, a restaurant mobile website can easily embed a button to enable consumers visiting its website to conveniently book a taxi in one-click of the button.

**Contact Information**

Maven Lab Pte. Ltd., set up in 2006, is a Singapore-based company that specialises in the area of web and mobile services. Since inception, the company has embarked on many major projects in the local market.

For more information, please contact Hiew Wee Soon, Director at (65) 6223 4900 or email: [weesoon@mavenlab.com](mailto:weesoon@mavenlab.com), or visit the website at [www.mavenlab.com](http://www.mavenlab.com)

**Smoov Pte Ltd*****Mobile Ticketing and Fulfillment Enabler - Stubbee***

Smoov Pte Ltd will develop and provide an open-access and standards-based platform that enables third-party mobile service developers to gain access to cinema and event ticketing and fulfillment functionalities that include ticket purchase, electronic ticket delivery for direct auto-gate access to venues. The platform can also be used for distribution and redemption of merchant vouchers and coupons.

The service will provide third-party mobile service developers a single point-of-interface to multiple ticketing operators and merchants to reduce development time and complexity. The use of standards-based ticket format will help lower the cost-of-use by eliminating potential licensing fee.

The service will also enable businesses the ability to deliver electronic tickets and coupons to consumers' mobile phones, and leverage a wide variety of third-party mobile services to reach out to a larger base of mobile users.

**Contact Information**

Smoov Pte Ltd is a leading provider of mobile web applications and mobile web platforms delivering a wide range of mobile services that redefines user experience.

For more information, please contact Steve Wah, Business Development Director at Tel: +65 6253 6168 or email: [steve@smoov.me](mailto:steve@smoov.me) or visit <http://corporate.smoov.me>.