

ANNEX A

FACT SHEET ON NATIONAL INFOCOMM AWARDS

Background

The National Infocomm Awards (NIA) is a biennial event that was first launched in September 2001. Jointly organised by the Infocomm Development Authority of Singapore (IDA) and the Singapore infocomm Technology Federation (SiTF), the Awards is positioned as the industry's highest accolade for infocomm innovation in Singapore. The Awards are targeted at infocomm vendors and service providers in Singapore, and also organisations that use infocomm. These include public sector organisations and Singapore-registered private sector organisations including small and medium-sized enterprises. NIA 2010 will be the 5th time that IDA and SiTF are organising the Awards.

Objectives

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

Award Categories

The following are the Awards categories and there are up to a maximum of three winners in each category/sub-category.

A) Most Innovative Use of Infocomm Technology

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

These sub-categories recognise the innovative use of infocomm technology among public and private organisations in Singapore. The Award is given to companies who have effectively deployed innovative infocomm technology, and have reaped significant improvements in productivity and overall competitiveness as a result.

B) *Most Innovative Infocomm Product/Service*

This category recognises organisations, registered in Singapore, that are involved in the development or provision of innovative infocomm product(s) or service(s). The product(s)/service(s) should preferably have attained some form of regional or international market presence.

Judging Criteria

The nominees are judged primarily on their innovativeness in the use of infocomm technologies or the innovative development of an infocomm product/service.

In the category for most innovative infocomm product or service, Entries are evaluated based on the product's innovativeness and its contribution to improving productivity or profitability in Singapore. It will also be judged on the scale and complexity involved to create and execute the product/service.

For the innovative use of infocomm in the public and private sector, the judges are looking to see how public organisations and private companies have deployed new or advanced infocomm technologies to enhance productivity and overall competitiveness. Another key criterion is the pioneering/innovative aspects involved in the project – for instance, whether this is the first time the system is being implemented in Singapore or across all industries globally/regionally.

Others such as overall business strategy, business impact created and type of technology used, international market presence are also considered.

Past Winners

Categories	2002	2004	2006	2008
Most Innovative Use of Infocomm Technology (Public Sector)	Supreme Court of Singapore	JTC Corporation	Immigration & Checkpoints Authority	Land Transport Authority
Most Innovative Use of Infocomm Technology (Private Sector –General)	Fuji Photo Film (Singapore) Pte Ltd	Sembawang Shipyard	PSA Corporation Ltd	YCH Group
Most Innovative Use of Infocomm Technology (Private Sector - SMEs)	New category introduced in 2008			Pictureworks Pte Ltd
Most Innovative Infocomm Product/Service	<ul style="list-style-type: none"> - FairEx E-Trading Systems for Foreign Exchange <i>(FairEx International Financial System Pte Ltd)</i> - InfoTalk-Recognizer <i>(Infotalk Technology (Singapore) Pte Ltd)</i> - muvee autoProducer <i>(Muvée Technologies Pte Ltd)</i> 	<ul style="list-style-type: none"> - Managed Security Services <i>(e-Cop Pte Ltd)</i> - Smart and Secure Tradelanes <i>(Savi Technology Asia Pte Ltd)</i> 	<ul style="list-style-type: none"> - Activate XGame <i>(Activate Interactive Pte Ltd)</i> - Video Personalizer <i>(XiD Technologies Pte Ltd)</i> 	<ul style="list-style-type: none"> - Securite <i>(Advanced Network Technology Laboratories Pte Ltd)</i> - Community-Based Mobile Advertising Network <i>(BuzzCity Pte Ltd)</i>