ANNEX B: FACT SHEET ON iWHIZ, SINGAPORE'S FIRST INFOCOMM REALITY GAME SHOW

What it is

- iWhiz is Singapore's first infocomm reality game show, an initiative by the Infocomm Development Authority of Singapore(IDA) in collaboration with the Institutes of Higher Learning(IHLs), the Singapore Computer Society and the Singapore Science Centre. It aims to excite youths, students and the public about the exciting world of infocomm and the opportunities that beckon in this vibrant and dynamic industry.

- A 10-episode reality series, 12 contestants will compete in three teams and overcome various infocomm challenges based on security & networking, digital media and games, software programming and more.
  (For more information on the contestants' profile, please refer to Annex A)

- Each episode of iWhiz is 30 minutes and it will be broadcasted weekly on Channel 5, 8pm starting 5 February 2007.

- The 10 episodes will be based on the following order of National Infocomm Competition's challenges:
  a)   Singapore Games Creation Challenge (Digital media & Game Creation)
  b)   Network Security Investigation Challenge (Security & Networking)
  c)   Alice in Action Challenge (E-learning)
  d)   National Software Competition (Software Programming)
  e)   National Olympiad in Informatics (Software Programming)
  f)   Innovate IT Challenge (Business IT)
  g)   Virtual X Game Challenge (Virtual Combat and Software Programming)
  h)   3G Live! Challenge (3G and Mobile Technologies)
  i)   National StrITwise Challenge (Software Development and Coding)
  j)   iWhiz Finale (3G and Digital Media)

- In every episode, home viewers can expect to win one set of Windows Vista Home Premium and Office 2007 – Student and Teacher edition by watching iWhiz and answer a simple question about infocomm.

- **Judges**
  There are three resident judges and one to three guest judges in each episode depending on the challenge. The resident judges are:

  a) Mr Lee Kwok Cheong or popularly known as KC Lee – Chairman, Infocomm Manpower Council

Mr Lee Kwok Cheong is the Chief Executive Officer of Singapore Institute of Management. He serves on the boards of Nanyang Polytechnic and the Institute of Technical Education.   He is also the President of the Singapore Computer Society, Chairman of the Infocomm Manpower Council (IMC) and a member of the National Internet Advisory Committee (NIAC); iN2015 Steering Committee; WDA's Human Resource Manpower Skills & Training Council as well as the Suzhou Industrial Park International Advisory Committee. He served as Group CEO of NCS Pte Ltd from 1995 to 2005 and as its Chairman between August 2005 and July 2006. KC is currently an Advisor to NCS.

b) Mr Andrew Sansom – Vice-President, Singapore Computer Society

Andrew Sansom is a veteran IT professional from London who migrated to Singapore in 1982. He was a Senior Manager with Deloitte Haskins & Sells (now Deloitte Consulting) in Singapore where he pioneered their move into IT consulting during the 1980s. In 1990 he co-founded DP Search, a boutique IT recruitment company, which became one of the best-known and most highly respected specialist firms of its kind in the region. Andrew is active in the community and has been an Executive Council member of the Singapore Computer Society for almost 20 years. He was involved in key initiatives including the decision to acquire a resource centre, establishing the IT Leader Awards as a national event, and branding the internationally acclaimed Certified IT Project Manager (CITPM) programme which he co-chaired in 2003/2004. Andrew was first elected as SCS Vice President in April 1997, a position he holds to this day.

c) Mr Colin Png – Director, Business and Marketing, Microsoft Singapore

Colin is responsible for the business and marketing strategy for Microsoft Singapore. In this capacity, Colin manages a local team driving all of Microsoft's product marketing, public relations, branding, corporate and social responsibility programs in Singapore. Prior to this, Colin has held a number of leadership roles across Microsoft's enterprise and consumer divisions in Microsoft Asia Pacific, including Director, Developer & Platform Group (Microsoft Asia Pacific & Greater China Region) and most recently General Manager of Microsoft's Consumer division, Asia Pacific. Amongst his other outstanding achievements, Colin and his team are credited for many high profile and successful partnerships with various government agencies as well as deployment of next generation IT systems, on the Microsoft .NET platform, amongst enterprises in the region.

- **Prizes**
  Singapore's ultimate iWhiz will stand to win an all-expenses one-week paid trip to Redmond, Microsoft's headquarters in USA. They will meet with key Microsoft executives and researchers; tour the Microsoft Home of the Future, Microsoft Centre for Information Worker and the Microsoft Museum.

- **Synopsis of Challenges**

Episode One: Digital Media & Games Creation, 5 February 2007, Monday, 8pm

In this inaugural episode, the three teams are tasked to create an online game for the ladies. It's a tough task because generally there are not many lady gamers around. Through harnessing infocomm to create an online game, the teams will have to impress the judges and the ladies to emerge the winner. The losing team will have a team member voted out.

Episode Two: Security & Networking, 12 February 2007, Monday, 8pm

This episode is a challenge that tests the infocomm security processes and skills of participants. A 'scene of crime' is simulated. Within an office space, there is evidence relating to a crime that has been committed. Teams are tasked to secure the crime scene first, and to investigate the crime scene, including investigating the hard drive for evidence. The teams will need to track down the identity of the hacker, based on clues left behind by the perpetrator. They are given a very tight deadline and the first team to correctly solve the case wins. The losing team will have one member eliminated.

Episode Three: E-Learning, 26 February 2007, Monday, 8pm

Contestants will have to use 'Alice' programming tool to develop a 2-minute teaching aid programme for any subject. To escalate the level of difficulty and enhance visual interest in this competition, teams are tasked to create a learning module based on healthy living for primary schools. Each team will have to present it to primary school students to test the effectiveness and appeal of their programme. In addition, they will also need to present to the judges, the losing team will have a team member eliminated.

Episode Four: Software & Programming, 5 March 2007, Monday, 8pm

In this challenge involving lego robots, the teams are in a race against time to write an algorithmic programme to clear a minefield. Teams must program targets to get through the mine field. Once they have succeeded, they will have to race to Funan, the IT mall to solve a clue. Once successful, they will get hold of a programme that will enable the lego robots to sweep through the minefield via wireless internet access.

Episode Five: Software & Programming, 12 March 2007, Monday, 8pm

In a test of individual creative problem solving and programming expertise, the contestants must solve and program solutions for a task. They are given a choice of programming language to use. They will be judged on their accuracy and speed in executing solutions. An algorithmic task related to healthy living is posed. Contestants are asked to find the optimal solution for these.

Episode Six: Business IT, 19 March 2007, Monday, 8pm

The challenge in this episode is to build upon the business proposal of the winning entry in Innovate IT! – the challenge under the NIC. The teams are tasked to plan and provide suggestions to improve Singapore's public transportation system with the innovative use of infocomm. The team which is able to come up with the optimal solution will emerge the winner. The losing team will have one member eliminated.

Episode Seven: Virtual Combat and Software Programming, 26 March 2007, Monday, 8pm

The challenge comprises a series of battles; each battle involves sets of virtual combatants battling for supremacy of a virtual battlefield. These virtual combatants are operated and controlled by software programmed by the contestants. The fighting and survival characteristics of the virtual combatants are based on contestants' choice of strategy and ingenuity. The virtual combatants, with the best mix of characteristics and the most robust code structures, will emerge the victor.

Episode Eight: 3G and Mobile Technologies, 2 April 2007, Monday, 8pm

In this challenge, contestants are required to develop any innovative and creative application that will make use of 3G services in mobile technologies and build a 3G application in e-commerce. Specifically, they will design and develop a 3G catalogue and system for an online retail store.

Episode Nine: Software Development and Coding, 9 April 2007, Monday, 8pm

In this challenge, the contestants will take the winning Robo design from the National SrITwise Challenge which is part of NIC, and produce a 30-second digital multimedia animation based on this character.

Episode Ten: THE FINALS, 16 April 2007, Monday, 8pm

In this final episode, the 3 finalists will face off to be crowned Singapore's first iWhiz. They will be attached to one company each and challenged on industry projects. Who will be crowned the ultimate iWhiz?

For information on the iWhiz reality game show, please contact:
Gayle Wong (Ms)
Manager, Corporate & Marketing Communication
Infocomm Development Authority of Singapore

Tel: 6211 0209

HP: 9753 3273

Email: gayle_wong@ida.gov.sg

Ho Hwei Ling (Ms)

Assistant Director, Corporate & Marketing Communication

Infocomm Development Authority of Singapore

Tel: 6211 1996

Email: ho_hwei_ling@ida.gov.sg