

## **FACT SHEET – INNOVATIONATION**

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### **About Innovationation**

Innovationation invites you to Play, Touch and Learn about technology's past, present and future from October 11 to 15. This free public exhibition, the largest display of Infocomm here, will be spread out over 10,000 sq m of show space at the Singapore Expo Hall 3.

The hands-on interactive experience starts the moment you get your personalised Radio Frequency Identity (RFID) badge at the door to the time you see your picture on a video wall. You will see how infocomm technology came to be an intrinsic part of your daily life.

Seminars and talks will also run over the five days, covering topics as diverse as Infocomm for your company to how to create a Podcast. Such programmes cater to everyone - from students and business professionals to the general public.

This exhibition marks Singapore's 25 Years of Infocomm development – you will see the significant strides our country has made since its first national IT plan, the Civil Service Computerisation Programme in 1981.

### **Innovationation Zones**

There are 12 zones to explore at Innovationation. They include:

#### **Zone1: Welcome**

In this big circular space, a spectacular visual drum will greet visitors with inspiring animations and images. This entrance is also the registration area where visitors pick up their RFID card and start their journey. Radio frequency identification, or RFID, will be used to provide visitors with a personalised experience at the exhibition. By pre-registering at the Innovationation website, [www.innovationation.sg](http://www.innovationation.sg), visitors will receive a personal RFID card.

#### **Zone2: Stimulate your senses**

Visitors will see their names up in lights and be prompted by thought-provoking questions that frame their state of mind as they proceed through the experience. Visual effects will be used to fire up your thoughts about technology and the future.

#### **Zone3: Invisible World**

Ever stopped to wonder how mobile phones actually work, or how we fit a room full of books onto a computer chip the size of a fingernail? Discover a world most of us miss. A giant projection screen simulates the furious pace of change over the last 50 years. In this zone, visitors will be able to appreciate, through interactive sliding screens, several huge technology breakthroughs that impacted the world. They will literally 'slide through time'.

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### **Zone4: The First Step**

Hear the success story behind Singapore's Infocomm development here. It will be a blast from the past as you get to see computers the size of refrigerators, disk players the size of washing machines and mobile phones you carry around in a suitcase. You also get to re-live the games from yester-year like Pac Man and Donkey Kong.

### **Zone5: Race to the Millennium**

This was the decade that Infocomm stole the No 1 spot as Singapore's fastest growing industry, generating almost S\$40 billion annually today. See the Dot Com rush unfold before your eyes through animated visuals and touch screens.

### **Zone6: IT for Life**

The last six years have seen a shift away from technology for business, to technology for life. Infocomm is now all about you.

### Table top gaming technology

Visitors will be able to pit their wits against each other by playing a game of 'Free Up'. It's a game that emphasises the themes of collaboration and convergence. Win the game by freeing as many of your fellow players as possible by working together to knock all the coloured balls in their matching goals.

### **Zone7: Here & Now**

Singapore can now hold its own on the world stage. Take a fresh look at what's hot right now in Infocomm, and get the scoop on today's big ideas and even bigger questions.

### Technospheres

Large spheres emanating light beams represent several areas of exploration to spark visitor's curiosity towards Singapore's Infocomm story. Visitors will peep into the holes in the spheres to watch a video clip or animation. Visitors are able to interact with the story by peering into the different spheres for surprising nuggets of facts, figures and anecdotes.

### Technology pods

#### Pod 1 – Education

- **Digitised journey of Eternal Egypt (IBM)** - The Eternal Egypt project combines the most important locations, artefacts, people and stories from Egypt's history into an interactive, multimedia experience. Three years in the making, the project has so far produced multimedia animations, 360-degree image sequences, panoramas of important

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locations, virtual environments, three-dimensional scans, real-time photos from Web cameras and thousands of high-resolution images of ancient artefacts that weave together seven millennia of Egyptian culture and civilisation.

### Pod 2 – Home Entertainment

- **On-Air, Online, On-Demand & On-the-Go (MediaCorp Technologies)** – See advances in digital entertainment here, with digitised and personalised entertainment offerings on broadband. Access a wide choice of digital entertainment programme, e.g. video-on-demand, music downloads, music content streaming, games, both local and overseas, all accessible via broadband, setup boxes, mobile devices e.g. 3G or SMS.

### Pod 3 – Home Entertainment

- **Smart TV (StarHub)** – Locate a show via StarHub's On-screen TV Guide, click the record button and never miss out on recording your favourite show again. Not only is recording made easy and convenient, Smart TV users can also pause or replay 'live' TV, access their i.Mail email accounts on the TV screen, and send SMSes via the remote control.
- **i-mode (StarHub)** – A true mobile Internet service that puts a world of information and entertainment at your fingertips with just one-click. There is literally something for everyone. You can enjoy from an extensive catalogue of content and services, including news, sports, banking & trading, entertainment, Chinese content, shopping, information & directories, fun downloads, games and lifestyle content sites. You can also enjoy push e-mail and chat services.

### Pod 4 – Transport

- **i-Transport (ST Electronics)** – Watch a control centre in action during a crisis scenario. This will showcase the integration of a full transportation hub. The Electronic Monitoring Advisory System advises motorists on the status of expressways. In addition, a TrafficScan solution shows how motorists can get up-to-the-minute travel information on major roads. Taxis are equipped with Global Positioning Systems (GPS) that provides information on their location and their speeds as they ply major roads. This data is processed and gives the authority for instance, an idea of traffic speeds in various parts of the country. With the intelligent transportation system, such information is available for traffic monitoring. Cameras called Junction Eyes are also mounted at junctions, along expressways and other locations to assist in traffic monitoring, emergency response, etc.

### Pod 5 – Healthcare

- **OsiriX (Apple)** - See some stunning images of the world inside you with this image processing software dedicated to images produced by medical equipment such as x-ray machines.

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- **World Community Grid (IBM)** - World Community Grid uses grid technology to join together many individual computers, creating a large system that far exceeds the power of most supercomputers. World Community Grid establishes a permanent, flexible infrastructure that provides researchers with a readily available pool of computational power that can be applied on a global scale to very large and complex problems in areas like medical research.
- **Genographic Project (IBM)** - This five-year study will create and use one of the largest databases of DNA samples ever assembled and with technology, map how the Earth was populated. Scientists will use unique markers found in human DNA to detail a shape - the shape of the human family tree.

### **Zone8: Tomorrow Today**

The speed at which the world changes means the next big thing is just around the corner. From digital pens to TV on-demand, life and work are set to change once again. Are you ready for it?

### Bringing iN2015 to every Singaporean

Singaporeans will get to navigate the iN2015 virtual landscape using a 'Minority Report' sensor screen, activating hotspots which reveal the technologies of the future to experience what life in Singapore will be like in 2015.

### Technologies of tomorrow

Fuel-cell mobile phones? A phone and a keyboard in a pen? See biometrics, stenography, location-based and more of tomorrow's technology at work and touch the latest prototypes that are set to make a big impact on our lives in the future.

### Technology pods

Pod 1 – How we learn

- **Backpack.net (Microsoft)** - Leveraging the slim Tablet PCs' form factor and intuitive behaviour, this is a showcase of a true, live-in virtual classroom. Visitors will get to experience what students of the future will - anytime-anywhere learning.

Pod 2 – How we express ourselves

- **iMovie & Podcasting mini studios (Apple)** – Try your hand at making a digital video, or learn how to create a podcast.

Pod 3 – How we stay mobile

- **Liquid Media (Motorola)** – Experience a future world where anyone will have easy, uninterrupted access to information, entertainment, communication, monitoring, and control at home, in the car, the office and on the move.

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- **Context Reactive User Experience (Sybase)** – In the future, intuitive software will be able to use available context, user preferences and user behaviour to present options that are attractive and useful to us.

Pod 4 – How we run our country

- **Mobile Lifestyle (NCS)** – Imagine buying a drink with the swipe of a phone, enjoying the latest release movies instantly, and having access to travel and historical information. It's like carrying a wallet, DVD player, plus a set of encyclopaedias all wrapped up inside the one device – your mobile.

Pod 5 – How we live

- **Integrated healthcare (HP)** – Gives a peek at how a person in the future can get prompt medical attention through VoIP and an interactive video wall. In a medical centre of the future, technology will enhance patient care and assist with the real world issues in medical care, such as drug adversity, blood type allocation and more.

Pod 6 – How we work

- **New world of work (Microsoft)** – The world of work has changed dramatically in the past few years and will continue to evolve. Information workers find that they will have to collaborate more with one another than before, have the tools to better manage the voluminous amounts of information and still ensure security is not compromised. Experience the latest technologies available to help tomorrow's information worker face these challenges.

Pod 7 – How we play

- **HinterWars (Nokia)** - HinterWars represents an all-new gaming concept that brings together the two most popular gaming platforms – the mobile phone and the PC.
- **Lifestyle.net (Microsoft)** – Embrace digital home living of the future. Here, you can try out the media centre services, play and record video and cable channels. Play network games, browse the Web, do online banking - all within your future living room.

### **Zone9: Brave New World**

Hear what the world's best and brightest have to say about their vision of the future and what impact will technology have on our culture, our laws and our lives. International thought leaders such as futurologist Ian Pearson, Infocomm visionary Red Burns, Infosys Chairman Narayana Murthy and NUS professor and winner of Asian Innovation Award, Teoh Swee-Hin, will contribute to this provocative and insightful feature presented on a video-wall.

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### **Zone10: Make Your Mark**

This is your chance to change the way Singapore sees the future. Have your say and make a lasting impression on this final stop of the Singapore Infocomm journey.

#### Technology Moods & Virtual Wall

Different people have different attitudes towards technology. Look out for fun and simple questions throughout the exhibition that you can answer with a swipe of your RFID card. Visitors can leave their mark at Innovationation. This will see a kaleidoscope of faces of all the visitors at Innovationation. Photos will be taken at this booth and displayed in a way that reveals their attitudes and opinions about technology. You have to be there to experience this.

### **Zone11: Free Space**

Sit back, relax, think, talk, read, listen – whatever you like! This is your space.

### **Zone12: Knowledge Space**

This is where our seminars and talks will be held.

### **Zones Snapshot**

| <b>PLAY</b>   | <b>TOUCH</b>   | <b>LEARN</b>   |
|---|--|--|
| <p><u>Zone 4</u><br/>The First Step: Hear <i>Pac-Man</i> and nostalgic versions of <i>Donkey Kong</i></p> <p><u>Zone 6</u><br/>IT for Life: Pit your wits by playing a game of 'Free Up' with four other friends, a game that emphasises the themes of collaboration and convergence. Using sensor technology, just wave your hand over the table to control the movements of your character in the game.</p> | <p><u>Zone 2</u><br/>Stimulate your Senses: Start with a <i>personalised RFID-enabled greeting</i> that welcomes you to your Innovationation journey.</p> <p><u>Zone 3</u><br/>Invisible World: Move through time with <i>interactive sliding screens</i> here, explore technology breakthroughs that have impacted the world.</p> <p><u>Zone 7</u><br/>Here &amp; Now: Experience</p> | <p><u>Zone 7, 8</u><br/>Here &amp; Now, Tomorrow Today: Learn about technologies of today and tomorrow. These are the zones where you can see the latest in entertainment, healthcare, education and mobility.</p> <p><u>Zone 9</u><br/>Brave New World: Learn from the best and brightest by listening to experts in diverse fields paint a vision of the future that is powered by</p> |

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| <p><u>Zone 8</u><br/>                 Tomorrow Today: See <i>Nokia's Hinterwars</i> and Microsoft's <i>Xbox Flight Simulator</i> in action.</p> <p><u>Zone 10</u><br/>                 Make your Mark: After you have answered a series of trivia questions throughout the exhibition, make sure you come to Zone 10 to take snap shot of yourself. Your photo will then go on a wall here, to form the bigger picture that reflects Singapore's attitude towards technology based on the responses you gave.</p> | <p>entertainment on-the-go as you <i>watch live streaming</i> of your favourite programmes on HDTV, 3G mobile phones and various devices.</p> <p><u>Zone 8</u><br/>                 Tomorrow Today: Navigate the iN2015 virtual landscape using a '<i>Minority Report</i>' <i>sensor screen</i>. With a wave of your hands, you will activate hotspots which reveal future technologies and a glimpse of life in Singapore in 2015.</p> | <p>technology.</p> <p><u>Zone 12</u><br/>                 KnowledgeSpace: Sign up to attend seminars and talks from distinguished speakers. Technologists such as Oracle's Mary Ann Davidson, IBM's Bernard Meyerson and Microsoft's Chris Capossela will speak about the next 25 years in the technosphere. There are also talks on how to <i>start an online business</i>, how to <i>podcast</i> and about <i>creativity in animations</i>. There are also talks for students who are curious about <i>Infocomm as a career</i>.</p> |
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### **Seminars & Talks**

Seminars and talks will run over the five days, covering topics as diverse as Infocomm for your company to how to create a Podcast. These programmes cater to everyone - from students and business professionals to the general public. See Annex for seminars and talks for the week.

### **Industry Participation**

Innovationation is jointly organised by the Infocomm Development Authority of Singapore, Institute of Systems Science, Information Technology Management Association, National Computer Board Society, Singapore Computer Society, Singapore infocomm Technology Federation and the Singapore Science Centre.

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Innovationation is also made possible by the support of the Infocomm industry through partnerships with both local and multinational corporations in Singapore. Partnership include in-kind sponsorships for Innovationation and contributions from the Infocomm industry include technology showcases, RFID ticketing solution, networking, connectivity, website development, prizes, speakers for the seminars and talks, webcasting and podcasting of talks.

| <b>Summary of sponsorship</b>              |  |
|--|--|
| <b>Diamond sponsors</b>                    |  |
| Cisco Systems (USA) Pte Ltd                | Network & Infrastructure   |
| Hewlett-Packard Singapore (Sales) Pte Ltd  | Integrated healthcare showcase   |
| IBM Singapore Pte Ltd                      | Eternal Egypt, WWWGrid, Genome project showcase                                |
| MediaCorp Technologies Pte Ltd             | Entertainment on-air, online, on- demand & on-the-go showcase                  |
| Microsoft Singapore Pte Ltd                | Registration kiosks, lifestyle, education, workspace showcase & contest prizes |
| NCS Group                                  | e-Government showcase  |
| Sybase (Singapore) Pte Ltd                 | Mobility showcase, podcasting of talks   |
| <b>Platinum sponsors</b>                   |  |
| Avaya Singapore Pte Ltd                    | Webcasting of talks, soft IP, speaker  |
| eBay Southeast Asia                        | Speakers & direct marketing  |
| <b>Gold sponsors</b>                       |  |
| Apple                                      | iMovie, Podcasting, Garageband showcase & contest prizes                       |
| Dell Asia Pte Ltd                          | Hardware   |
| NEC Solutions Asia Pacific Pte Ltd         | Product prototypes   |
| Oracle Corporation                         | Speakers & software licensing  |
| Singapore Technologies Electronics Limited | iTransport showcase  |
| StarHub                                    | Connectivity & entertainment showcase  |
| <b>Silver sponsors</b>                     |  |
| Frontline Technologies Pte Ltd             | RFID Solution (partial)  |
| Motorola Electronics Pte Ltd               | Liquid Media showcase & contest prizes   |
| Wavex Technologies                         | RFID Solution (partial)  |
| <b>Other sponsors</b>                      |  |
| Alcatel                                    | Speaker  |
| Ericsson Telecommunications Pte Ltd        | Speaker  |
| eSys Technologies Pte Ltd                  | Hardware   |
| Fujitsu Asia Pacific Pte Ltd               | Hardware   |
| Google                                     | Speaker  |
| Lexmark International (Singapore) Pte Ltd  | Hardware   |



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### **Words From Innovationation Sponsors**

“Avaya congratulates the IDA on their 25th anniversary. As a well-connected nation, Singapore is well-positioned to leverage the emerging wave of converged communications for advancing innovation and growth. Being a leader in intelligent communications, Avaya is committed to helping Singapore tap these opportunities. Our showcase of voice and data converged in a single contact solution at Innovationation is an example of how companies can strengthen communication and increase efficiency, while enabling a more mobile and productive workforce.

Through our DevConnect programme, we also collaborate with local talent to deliver innovative, IP-enabled business applications. Avaya is proud to be part of Singapore's infocomm journey and we look forward to helping the country achieve its goal of becoming an Intelligent Nation.”

**- Tom Cheong, Regional Managing Director, Avaya, ASEAN**

“Cisco Systems has played an active role in the development of the ICT industry in Singapore for 25 years and we will continue to develop a strategic relationship with the IDA and the Singapore government. The important thing to note about Innovationation is the objectives of the role of ICT in the development of the country as framed in iN2015. This is about looking forward rather than looking back and Cisco as a corporation is fully supportive of Singapore's innovative use of ICT as a competitive platform. This is consistent with global trends where individuals are empowering their lives and enriching their experiences through the use of the Internet and network technologies. Blogs, wikis and other collaborative technologies are enabling individuals to build virtual communities that span gender, ethnic and national boundaries. The network is the platform that enables these life's experiences. This is the power of the Human Network and Cisco's technologies is at the centre of this development.”

**- Craig Gledhill, Managing Director, Singapore and Brunei, Cisco Systems**

“As a nation, we've embraced technology boldly and welcomed the resulting changes to the environment we live in. At Innovationation, Dell's participation as a Gold sponsor will see many of our hardware offerings in action at the event – from wide screen LCD monitors, displays, projectors to desktops. Attendees can experience the performance and quality of our products that customers globally have come to trust; with a number of these products conceptualized and developed by our Singapore Design Centre. Our comprehensive, diversified range of technology is designed to meet different needs – home users, small, medium and large businesses.”

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### **- Ng Tian Beng, Country Manager, Dell Singapore and Brunei**

"Innovative technology - not just information technology - will transform the way we live, work and play. HP understands this – we live and breathe innovation in everything we do.

The computer is not going away; but it is going to become 'invisible' in the technologies we've developed as you'll experience at the HP showcase at InnovationNation.

From the ubiquitous computing environment in the digital home of the future, to seamless medical information systems that will give doctors instant access to patients' medical histories, we bring you the technologies of tomorrow today.

Every new innovation is built on the shoulders of previous ones through the constant drive to innovate. Indeed, Singapore's infocomm sector has come a long way and HP is proud to have been a part of that story. Just imagine what excitement awaits us in the next chapter!"

**- Tan Yen Yen, Managing Director, HP Singapore**

"IBM has been in Singapore for more than 50 years, and we are committed to be a trusted business partner, working alongside IDA, to help nurture and inspire enterprises and the Singapore community to embrace innovation and become innovators themselves.

At Innovationation, IBM will showcase Eternal Egypt, World Community Grid and the Genographic Project. The exhibits present a different aspect of IBM's innovation, which is fostering community collaboration and integrating inventions with world issues to solve societal problems.

Through IBM's participation at Innovationation, we encourage business professionals and students to rethink about the application and value of science and technology, as they learn of innovation's far-reaching impact beyond one's typical imagination.

Anyone and everyone can contribute to innovation. For example, for World Community Grid, anyone can help by donating time from one's computer, when it is turned on but is idle, to healthcare research projects that benefit humanity. IBM provides the secure software that does it all for free, and you become part of a community that is helping to change the world."

**- Patricia Yim, Managing Director, IBM Singapore**

"As Singapore's largest broadcaster and one of the region's most renowned

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broadcasters, we will expand our business by creating new non-traditional distribution avenues.

We will also continuously look out for new and relevant content, as well as boost our reach to audiences by leveraging on the latest technology and new platforms.

Moving forward, we aim to deliver valued content to the world by means of 5 "Ons" – on-air, on-print, online, on-demand and on-the-go – and 3 "Screens" – TV, mobile and PC.

This year, we are indeed honoured to be celebrating 25 years of Infocomm with IDA by showcasing some of MediaCorp's new media businesses at Innovationation."

- **Mock Pak Lum, Managing Director, MediaCorp Technologies**

"Singapore has made tremendous progress in expanding access to ICT and connecting Singaporeans to the Internet," Gates said. "The next big challenge is to adapt and succeed in the new world of work, where advanced tools help workers be more effective in applying their unique talents, experiences and judgment. Microsoft wants to help realize this new world in Singapore, in partnership with the nation's highly skilled ICT professionals and developers, by providing them with the best tools, products and computing platform."

- **William H. Gates, Chairman, Microsoft**

"Imagine watching a TV program in the living room and having that same program transfer wirelessly and seamlessly to your mobile phone as you walk out to your car. Your media content follow you as you move through your day because it is "liquid" and changes formats to fit your environment as you move from the home to your car to work and even out in the world.

It is everyone's dream to stay connected no matter where they are - a world where the Internet follows you and people can stay connected to contacts, information, and entertainment anywhere, anytime, via any device or technology, and you could switch worlds securely with a snap of a finger.

At Innovationation 2006, Motorola is giving Singaporeans a glimpse into that future. Visitors will experience Motorola's vision of Seamless Mobility 'live' with our demonstration of Liquid Media - an innovative communications system that allows people to share information and content effortlessly in the home, car, workplace or wherever you are.

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With Liquid Media, we hope to give Singaporeans a taste of the good things to come as part of IDA's iN2015 roadmap, where Singapore will be transformed into a connected global city offering seamless mobility experiences to all."

**- Mr EL Tay, President, Motorola Singapore**

"Innovationation showcases the boldest and most creative aspects of Singapore's infocomm industry. NCS is proud to be a part of this national exhibition which highlights not only the services and products that we use in our daily lives but more importantly, how they are going to be used in the future.

IT and communications is converging rapidly and NCS will be showcasing m-learning, m-payment and mobile streaming solutions which will be very pervasive in the years to come.

These are the types of solutions which will become a significant part of the way we all live in the 21<sup>st</sup> Century and should make a strong positive contribution to our quality of life!"

**- Chong Yoke Sin, Chief Executive Officer, NCS Group**

"Our heartiest congratulations to IDA for achieving 25 momentous years of excellence in infocommunications. NEC Solutions Asia Pacific is proud to be part of Singapore's IT transformation and take part in Innovationation.

As a long-term partner of IDA, NEC is committed to reform the ways of doing business and the lifestyles of our customers. We contribute towards the creation of an IT savvy society by offering a wide range of IT and network innovations, and a full host of IT solutions.

With its excellent infrastructure, resources and dedicated government, Singapore provides an excellent testbed for developing and spearheading the adoption of latest and emerging technologies in the region such as RFID and security solutions.

Going forward, NEC shares the nation's mission of creating a safe innovative society for everyone, and strives to enhance the quality of life and business in Singapore, by providing RFID and security solutions, which were developed through the collaboration of NEC and the Singapore government."

**- Tomohiro Yagi, CEO, NECSAP**

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|        | Wed 11 Oct   | Thu 12 Oct  | Fri 13 Oct   | Sat 14 Oct  | Sun 15 Oct   |
|--------|--|---|--|---|--|
| 9.30am | <b>Next 25 Years of Infocomm (Webcast)</b>   |   |  |   |  |
| 10am   | Mary Ann Davidson, Oracle<br>Bernie Meyerson, IBM<br>Chris Capossela, Microsoft<br>Facilitator: Robert Chew, Accenture<br>(Infocomm Professionals) | <b>Current and future technologies to empower students for a successful career in IT</b><br>(Tertiary Students)   | <b>Technology, Creativity &amp; Innovation</b><br>Billy Shum, Neopets<br>(Primary & Secondary Students)                |   |  |
| 11am   |  |   | <b>Converged Communications of Today &amp; Tomorrow (Webcast)</b><br>Leong Mun Yuen, Avaya<br>(Infocomm Professionals) | <b>Video Production from iMovie HD to Final Cut Pro</b><br>Apple<br>(General Audience)                        | <b>Podcast for your Home or Workplace</b><br>Apple<br>(General Audience)               |
| 12pm   |  |   | <b>Building the right foundation for enterprise triple-play</b><br>BG Poon, Alcatel<br>(Infocomm Professionals)        | <b>Santa shops online - A Guide to e-shopping</b><br>Marsha Collier<br>(General Audience)                     |  |
| 1pm    |  |   |  | <b>Million-Dollar Ideas for Starting an Online Business (Webcast)</b><br>Marsha Collier<br>(General Audience) |  |
| 2pm    | <b>Transforming Business Analysis And Reporting Process – A New Approach</b><br>Evan Law<br>Leong Keng Thai  | <b>Be part of a vibrant Infocomm industry (Webcast)</b><br>Saw Ken Wye, Microsoft<br>Ong Peng Tsin, Encuentate<br>Beng Teck Liang, HP<br>Facilitator: K.C. Lee<br>(Secondary, JC, Polytechnic Students) | <b>Technology, Creativity &amp; Innovation</b><br>Billy Shum, Neopets<br>(Primary & Secondary Students)                | <b>Podcast for your Home or Workplace</b><br>Apple<br>(General Audience)                                      | <b>Video Production from iMovie HD to Final Cut Pro</b><br>Apple<br>(General Audience) |
| 3.30pm | Tang Kok Kwai<br>Elaine Chong<br>(Business Professionals)  |   | <b>Staying competitive in the Infocomm industry</b><br>K.C. Lee<br>(Infocomm Professionals)                            |   |  |
| 5pm    | <b>Business challenges on-line in a Customer-Centric world (Webcast)</b><br>Crid Yu<br>(Business Professionals)                                    | <b>Mobile Enterprise for the Future</b><br>Soma Ramasamy, Ericsson<br>(Business/Infocomm Professionals)   |  |   |  |