

**FACTSHEET- NATIONAL INFOCOMM AWARDS 2010**  
**Winner for the Category of Most Innovative**  
**Infocomm Product/Service**

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**Company:** Brandtology Pte Ltd  
**Product/Service:** *Brandtology Business and Brand Online Intelligence Service*

**Product/Service Description**

Through an effective combination of proprietary technology, proven processes and trained professionals, Brandtology provides timely business and brand online intelligence derived from consumer conversations online.

Brandtology's powerful crawler technology gathers and analyses consumer conversations gathered from online sources such as blogs, forums, micro-blogs, social networking sites and news sites quickly and comprehensively. Our comprehensive data capturing and retrieval technologies are fully developed in-house, allowing for deep analysis and detailed data mining to derive important metrics like engagement, influencer scores and top viral conversations with the most replies. The insights gained are utilised in various functional areas such as media planning, product development, campaign measurement, customer service recovery, sales leads collation, PR and marketing strategy.

As opposed to automated tools that require additional filtering for spam and irrelevant data, Brandtology's trained analysts are able to complement our technology and directly extract actionable insights that are highly accurate and relevant for clients to build up their competitive edge in an increasingly digital world.

**Benefits**

With Brandtology's Business and Brand Online Intelligence Service, clients do not have to spend precious man-hours researching and crafting search keywords, manually keying them into search engines and sieving through pages of irrelevant data to compile relevant consumer conversations.

Brandtology's technology allows intelligence to be collected across regional markets with different languages into one single database which can be analysed quickly and easily for the most important insights. These timely and relevant insights can aid them in identifying the most popular conversation channels online, the most viral conversations, the most important influencers and the engagement, reach, influence and sentiments of their digital positioning and activities.

Thus, Brandtology's service aids our clients in achieving substantial cost savings, enhanced productivity and significant quality improvements in various functional

areas such as media planning, product development, campaign measurement, customer service recovery, sales leads collation, PR and marketing strategy development.

### **About Brandtology**

With more than 140 staff in 12 global locations, Brandtology's business and brand online intelligence services enable global brands to manage and glean invaluable insights from consumers' conversations. Using proprietary technology, processes and trained professionals, Brandtology is able to provide a high degree of accuracy and relevancy in multilingual analysis, unlike any other automated monitoring tools. Astute global organisations utilise Brandtology's intelligence in multiple functional areas such as sales, marketing, PR, media planning, customer service and product development. For more information, please visit [www.brandtology.com](http://www.brandtology.com)

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**FACTSHEET- NATIONAL INFOCOMM AWARDS 2010**  
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**Company:** Ephone International Pte Ltd  
**Product/Service:** *EPI Life*

**Product/Service Description**

EPI Life is an innovative consumer device which allows a non-medically trained person to capture his or her heart rhythm measurement (Electrocardiogram or ECG) with clinical precision at the point of symptoms without hassle and inconvenience. The ECG trace can then be transmitted at a touch of a finger via the integrated mobile phone platform to a 24-hour Health Concierge for prompt response via SMS within minutes.

The heart of EPI Life is the ECG chip, a miniaturized version of the same chip commonly found in conventional 12-lead ECG machines. Integrating this chip with a mobile phone platform allows the use of the GSM network for remote communication between the device and the Health Concierge. We have also adapted the sensors innovatively to enable the device to record multiple leads via different configurations of holding the device without traditional use of wires and adhesive leads. Together with EPI Personal Health Concierge and Personal Health Folder, the EPI Life presents a complete and hassle-free remote health monitoring solution with the potential impact of early detection and saving of lives.

**Benefits**

Prior to the introduction of the EPI Life, patients with existing heart disease or undiagnosed heart-related complaints had to physically travel to a clinic or hospital to get their ECG trace performed by medical staff. Due to the lag time involved, patients often receive inconclusive and inaccurate readings, which also lead to a waste of time and medical costs incurred on the patients' part.

The ability to detect heart rhythm anomalies at the point of symptom/discomfort would mean that 'warning signs' that may result in a fatal cardiac event will no longer be left unnoticed. This early detection capability can dramatically decrease the incidence of sudden deaths and fatal heart attacks.

The timely feedback on the sent ECGs also means that users will be able to make better informed decisions on their next course of action, be it visiting the A&E department or to go to the nearest 24-hour clinic. This could potentially reduce unnecessary trips to the A&E, reducing transport and medical costs incurred and alleviating clutter at the A&E.

EPI Life is designed for a wide range of consumers from different walks of life which includes:

- Consumers with history of heart disease
- Consumers with 1 or more risk factors of Obesity, Diabetes, High Blood Pressure or High Cholesterol
- Consumers age 35 years old and above
- Consumers with undiagnosed chest pains and palpitations
- Elderly with non-specific symptoms
- Busy executive and frequent traveler
- Consumers who wants to take ownership of their health well being

### **About Ephone International Pte Ltd**

Ephone International Pte Ltd was incorporated to answer a long-identified need of tackling the increasing trend of heart disease, which is a top killer in both the developed and developing world, according to Dr. Chow U-Jin, Medical Director of Ephone International Pte Ltd.

The need to monitor heart patients once they have left the hospital has been identified many years ago, but available technology was still at its nascent stage, he said. Today, however, the shrinking size of microprocessors has allowed ECG devices to be produced in portable size.

The company was founded in late 2008 and currently has a staff of 20. It launched its EPI Life product in Singapore earlier this year. Attracting a stream of interest from hospitals and users, the company expects to ship 70,000 devices by end 2011 to 20 countries in Asia, Middle East and Europe.

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**FACTSHEET- NATIONAL INFOCOMM AWARDS 2010**  
**Merit Award Recipients for the Category of Most Innovative**  
**Infocomm Product/Service**

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**Company:** Ascenz Pte Ltd  
**Product/Service:** *Remote Fuel Consumption Monitoring & Data Acquisition System*

The system allows any shipboard equipment to be monitored remotely from any part of the world. Vessel information can be sent from the system's controller box via wireless network to Ascenz's onshore server and monitored remotely from the individual vessel operator's office.

The system pairs existing equipment and sensors to capture data together with location co-ordinates before sending the data wirelessly via various protocols. It uses WiMax, GPRS and satellite networks. Currently, the system is installed in some 40 vessels based in Indonesia, China, Taiwan, Thailand, Malaysia and Singapore.

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**Company:** Clearhub Pte Ltd  
**Product/Service:** *ringEmail Service as a Push Unified Mobility Suite of Services on a Cloud*

Clearhub is an established solution provider for the mobile communications market. One of its latest innovations is ringEmail, a fast, secure and comprehensive cloud offering encompassing a host of mobility features including push email, personal information manager, instant messaging, RSS feeds as well as voice and SMS communication on a single platform.

The service allows operators to offer unified messaging, communication and collaboration connectivity by being network and device agnostic. This maximises operator's average revenue per user by extending data services to more users as ringEmail optimise data usage. Today the company counts many telecoms providers, such as Telecom Italia in Brazil and Movistar in Chile, as clients.

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**Company:** Smoov Pte Ltd  
**Product/Service:** *Smoov.me – Organise, Localise, Socialise*

Smoov.me is an exclusive mobile application platform that bridges the gaps between content providers and mobile users. It redefines user experience by allowing users to organise personal content, discover localised services and socialise seamlessly with their peers.

The service allows operators to extend their reach to multiple mobile platforms through a common portal. For businesses, Smoov.me assists merchants and communities to swiftly mobilise and accurately deliver their existing content and services to the right users at the right place and time. It is also a highly intuitive solution for operators and content providers to monetise their content and services without learning a new proprietary system.

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**FACTSHEET- NATIONAL INFOCOMM AWARDS 2010**  
**Winner for the Category of Most Innovative**  
**Use of Infocomm Technology (Public Sector)**

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**Company:** National University Hospital (NUH), Tan Tock Seng Hospital (TTSH)  
**Project:** *Closed Loop Medication Management System (CLMM)*

**Project Description:**

The CLMM System was developed to ensure that the right medication in the right dosage is given to the right patient at the right time. This system implemented by the Integrated Health Information System Pte Ltd (IHIS) was fully deployed at NUH in October 2009 and subsequently at TTSH in May 2010. CLMM aims to eliminate human errors, enhance patient safety and improve operational efficiency so that hospital staff can better focus on patient-centric activities.

How CLMM works:

The system interfaces with the electronic inpatient medication record system (eIMR), the inpatient pharmacy automated system (iPAS) and the electronic medication administration record system (eMARS).

Doctors order medication electronically through the eIMR. The nurse then proceeds to pick the prescribed medication (type and dosage) from the stock in the ward. If it is not available in the ward, the nurse will collect from the pharmacy.

With an end-to-end automated system, eIMR medication orders are transmitted to 24-hour automated secured medication storage units which are kept in the wards. These units account for up to 80% of the volume of inpatient medication used in the hospitals. Each unit provides a 24-hour supply of inpatient medication that are readily available at the wards and reduces medication turnaround time. The remaining 20% of medication not kept in the wards includes bulky medication that requires refrigeration which are supplied by the pharmacy upon request.

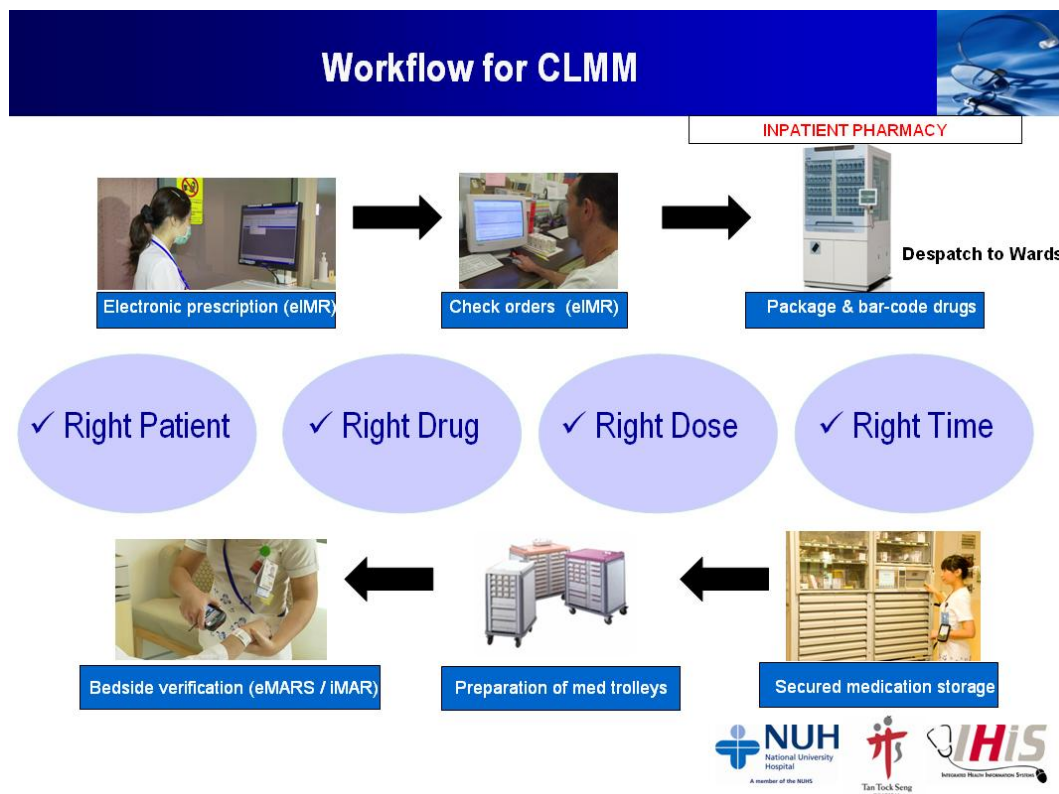
Access to the unit is controlled in several ways. One of it is by fingerprint (biometric) recognition of authorised staff such as nurses. Once access is granted, the nurse selects the patient's profile on screen to view the list of medications which are due to be served. The nurse confirms the order via touch screen and this in turn activates the medication drawer. A light guides the nurse to the correct compartment to pick the correct medication to be served to the patient. Controlled and guided access improves medication safety by reducing the potential risk of selecting the wrong medication.

### Medical safety enhanced

At the final step of the process where medication is served to the patient, medication safety is reinforced through a two-pronged check. First, the nurse uses a Personal Digital Assistant (PDA) to scan the medication ID barcode on the medication label to verify that it is the right medication. Second, the nurse scans the Patient ID barcode on the patient's wrist tag to verify the right patient. If a barcode scanned does not match either the medication or the patient, the PDA beeps and sends an alert message to inform the nurse of the mismatch.

### Automated alert for top up

When unit dose supplies in the automated medication storage unit falls below the par level, a request to pack more unit doses of medication is automatically sent to the Automated Tablet Dispensing and Packaging System (ATDPS). The ATDPS is operated by pharmacy staff who will assemble and stock up the medication into the unit for the medication to be packed into bar coded unit dose sachets.



### **Benefits**

#### Highlights of Outcome – the NUH experience:

**Time Saved:** Average 15 minutes per medication serving session, with total savings up to 45 minutes daily per ward (3 sessions per day) since November 2009, one month after the system was implemented.

**Medication Error Rate reduced:** By 27% (based on Jan-May 2009 and Jan-May 2010). Medication error rate refers to omission error, wrong dosage, wrong drug, drug given at the wrong time and drug allergy.



Adverse Drug Events (ADE) averted: Up to 2.6 potential ADE are averted per hospital daily for inpatients. ADE describes an event where harm is associated with the use of given medication.

\*TTSH statistics are unavailable for meaningful reporting as CLMM was only implemented in May 2010.

### **About National University Hospital (NUH)**

The National University Hospital (NUH), a member of the National University Health System (NUHS), is a tertiary hospital that provides advanced, leading-edge medical care and services. Equipped with state-of-the-art facilities as well as dedicated and well-trained staff, the NUH is a major referral centre that delivers tertiary care for a wide range of medical and dental specialties. It is the principal teaching hospital of the NUS Yong Loo Lin School of Medicine.

With combined resources from the teaching hospital and NUS Yong Loo Lin School of Medicine and Faculty of Dentistry, the NUH is meeting the healthcare needs of patients, training future generations of doctors more effectively, and helping to develop solutions to our healthcare problems through research.

In 2004, the NUH became the first Singapore hospital to receive Joint Commission International (JCI) Accreditation, an international stamp for excellent clinical practices in patient care and safety.

### **About Tan Tock Seng Hospital (TTSH)**

Tan Tock Seng Hospital is an acute general hospital equipped with world-class medical facilities and an established reputation in the field of providing healthcare for the community. Established in 1844, TTSH has built on a tradition of compassion set by its founder, Mr Tan Tock Seng, to provide seamless and holistic healthcare services. TTSH is accredited by the Joint Commission International (JCI), in recognition of its world-class patient care and comprehensive range of high quality holistic healthcare services at its main hospital complex, Communicable Disease Centre (CDC), TTSH Rehabilitation Centre and specialist clinics. TTSH was restructured in 2000 to become part of the National Healthcare Group (NHG) that umbrellas 14 other medical institutions.

### **About Integrated Health Information System Pte Ltd (IHiS)**

IHiS (a wholly owned company of MOH Holdings) is a trusted technology partner in healthcare, leading and delivering technology for excellence at hospitals and institutions. IHiS manages a full suite of IT services to meet the needs of 6 Healthcare clusters, 9 public hospitals, 18 Polyclinics and has a workforce of over 650 IT healthcare professionals, supporting 30,000 healthcare users with robust and sustainable IT solutions across the island. IHiS also provides strategic advice in IT solutions to ensure a holistic and cost-effective approach on how to transform the way healthcare is delivered through IT.

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**FACTSHEET- NATIONAL INFOCOMM AWARDS 2010**  
**Winner for the Category of Most Innovative**  
**Use of Infocomm Technology (Private Sector - General)**

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**Company:** Resorts World at Sentosa Pte Ltd (RWS)

**Project:** ***CMS (Customer, Membership and Services System for the Integrated Resort) Project***

**Project Description:**

CMS was conceptualised with the vision to form the core backbone IT system of Resorts World Sentosa (RWS) with three main functions.

The first function of CMS was to enable RWS to place customer service at the centre of its operations (“One Customer”). The system has the unique ability to link and associate customers’ details and preferences, giving frontliners at the Resort a single view of the customer, allowing them to provide a more intimate and personal level of customer service.

Secondly, CMS was to enable RWS to execute a loyalty program (“One Card”). The system supports the Genting Rewards Program by linking the various business domains in the Resort such as hotels, F&B and retail, so that members can enjoy privileges at various outlets in the Resort. The system also has the ability to be extended to affiliate resorts (Resorts World Genting, Resorts World Manila, and Star Cruises).

Lastly, CMS was to provide integrated services to our customers (“One Resort”), enabling customers to access information and perform bookings across multiple channels such as the call centre, internet and kiosks, and support the backend integration to other resort applications. The CMS also consists of a myriad of functionalities to automate and support gaming operations in the Resort.

The 24x7 mission critical CMS is custom developed from scratch by the RWS in-house IT team. It harnesses more than 30 years of experience and know-how from Genting in operating Integrated Resorts and a deep knowledge of the Asian customer, combined with the latest technologies.

**Benefits**

CMS has brought about improved efficiency and productivity for the Resort; enhanced customer satisfaction and loyalty; and has given RWS a competitive advantage through the use of new technologies.

Processes are streamlined and automated, reducing manual work and transaction time. Response time for enquiries and requests are also greatly reduced, as guest

information is integrated into one system, which in turn enables our guests to have a seamless experience across the Resort.

Front-liners at the Resort are able to have a comprehensive profile of the guest's interactions and experiences across the Resort, which allows staff to provide a more intimate and personal level of customer service, resulting in greater satisfaction and loyalty.

The CMS which was custom-built for RWS has in place a framework to enable us to continue to roll out new capabilities to stay competitive and keep pace with changing business requirements.

### **About Resorts World at Sentosa Pte Ltd**

Resorts World Sentosa, one of the world's most extensive and expensive integrated resorts at S\$6.59 billion, was built in a record time of under three years. Resorts World® Sentosa soft opened its four hotels on 20 January 2010, its shopping and dining strip - FestiveWalk – on 30 January 2010, Singapore's first casino on 14 February 2010, together with the Resorts World® Convention Centre, which includes its Compass Ballroom, 26 function rooms and 1,600-seat Festive Grand theatre, and Southeast Asia's first and only Universal Studios Singapore™ on 18 March 2010. Supporting the attractions are a 3,500-lot carpark facility, restaurants, retail stores, entertainment and public attractions that include Emmy-award winner Jeremy Railton's Lake of Dreams and Chamber of Treasures™.

Resorts World Sentosa will open the world's largest Marine Life Park, its Maritime Xperiential Museum, a destination spa and two remaining hotels with a total of 500 rooms in phase two development.

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**FACTSHEET- NATIONAL INFOCOMM AWARDS 2010**  
**Winner for the Category of Most Innovative**  
**Use of Infocomm Technology (Private Sector - SMEs)**

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**Company:** GTW Holdings Pte Ltd

**Project:** *The HungryGoWhere Project ([www.HungryGoWhere.com](http://www.HungryGoWhere.com))*

**Project Description:**

[www.HungryGoWhere.com](http://www.HungryGoWhere.com) is Singapore's most popular F&B digital media portal, with 800,000 unique visitors using HungryGoWhere every month and generating 4 million monthly page views. Already in 4 other Asian cities (Kuala Lumpur, Hong Kong, Sydney and Melbourne), HungryGoWhere's unique selling point is that it focuses exclusively on F&B content and offers extensive social networking technologies that enable the HungryGoWhere community to find food lovers around the world with similar food cravings and interests. Over the past 4 years, it has built up a strong community comprising of food lovers from 5 cities contributing more than 40,000 food reviews and generating large amounts of rich media content that other food lovers can use and guide them in making the appropriate dining decisions.

**Benefits**

With the objective of enhancing our capabilities to deliver a good user experience on HungryGoWhere, GTW developed several proprietary backend systems to better manage the portal, and enable its IT programming team to deal with challenges more effectively and launch new products and features on HungryGoWhere faster. Its new improved backend system enables HungryGoWhere to scale more efficiently, process searches and order flows faster, and significantly reduce the time taken by its Hungry BBQ (HungryBBQ.com) and Hungry Delivery (HungryDelivery.com) services to deliver food to their customers. As a result, HungryGoWhere has been able to successfully launch services such as HungryDelivery.com and HungryBBQ.com that have garnered quite a strong following today. Equally importantly, our systems have enabled HungryGoWhere to constantly develop new features and services for our large food community, while ensuring that the HungryGoWhere team achieves a good amount of work-life balance without sacrificing productivity.

**About GTW Holdings Pte Ltd**

GTW is best known for creating and developing [www.HungryGoWhere.com](http://www.HungryGoWhere.com), Singapore's most popular food and beverage (F&B) digital media portal, with 800,000 unique visitors every month and generating around 4 million monthly page views. Launched in 2006, GTW seeks to constantly develop proprietary solutions for the F&B industry for both diners and restaurants, and help improve the industry.

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**FACTSHEET- NATIONAL INFOCOMM AWARDS 2010**  
**Merit Award Recipients for the Category of Most Innovative Use of Infocomm Technology**

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**A) Public Sector**

**Organisation:** Accounting and Corporate Regulatory Authority Singapore  
**Project:** *One-stop Business Facilitation*

ACRA is the national regulator of business entities and public accountants in Singapore and one of the key roles it plays is to facilitate business development. The One-stop Business Facilitation is a comprehensive suite of systems covering online transactions (BizFile), business analytics, one-stop shop services, business data hub and real-time web services that provides time and cost-savings to customers

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**Organisation:** Singapore Civil Defence Force (SCDF)  
**Project:** *SCDF Hazmat Incident Management System (HIMS)*

SCDF operates under the umbrella of the Ministry of Home Affairs and provides emergency services to the population in addition to formulating, implementing and enforcing regulations on fire safety and civil defence shelter matters. SCDF is the incident manager for civil emergencies and responds to a wide range of civil disasters and incidents involving hazardous materials, unconventional threats and mass casualty situations.

To enhance its efficiency as a command centre, SCDF developed the HazMat Incident Management System (HIMS), a mission-critical command and control system to mitigate hazardous materials incidents quickly, and minimise physical deaths and injuries. It offers a revolutionary solution that combines real time sensors data, analytics and predictive modelling processes. Using state-of-the-art technology, HIMS provides SCDF commanders with a prompt and comprehensive picture of the situation to aid decision-making during incidents. HIMS integrates with SCDF's crisis information management system so that information can be shared instantly.

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**B) Private Sector – General**

**Company:** Jurong Port Pte Ltd

**Project:** *General and Bulk Cargo Management System*

Jurong Port, a wholly-owned subsidiary of JTC Corporation, is a leading international multi-purpose port operator in Singapore, handling more than 13 million tonnes of general and bulk cargo annually. To efficiently manage the scale and complexity of its operations, a total of nine IT projects covering three broad functions --Online Transaction Processing Systems, Real Time Systems, and Decision Support Systems were integrated with existing systems to form a New General and Bulk Cargo Management System.

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**Company:** Standard Chartered Bank

**Project:** *Breeze – Mobile Banking Application*

Breeze is one of Standard Chartered Bank's latest innovations, available to customers both online and through an iPhone application. This new innovation allows its customers to bank anytime, anywhere in Singapore. Some features include ATM locator and Singapore's first Pay-Any-Card function where customers can pay any Visa/MasterCard credit card bills online.

Another industry-first for Breeze is its capability to issue bank cheques electronically – first for Singapore and Asia. . This means, a customer is able to write a bank cheque on his/her iPhone which the Bank will mail to the intended recipient at no cost.



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**C) Private Sector – SMEs**

**Company:** PurpleClick Media Pte Ltd

**Project:** *Search Engine Marketing and Optimisation Services*

PurpleClick's successful business model of leveraging the use of technology in key areas such as Search Engine Marketing, Search Engine Optimisation and Customer Relationship Management, made it the first and only agency in Southeast Asia to be accredited by both Google and Yahoo! as Authorised AdWords Reseller and Preferred Partner in Search Marketing.

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