



### Peach Blossom Media

#### Corporate Profile:

Peach Blossom Media Pte Ltd is a television and new media production house pioneering a new form of entertainment for the convergence era. We are the first in the region to merge the web, the wireless space, and traditional television to create brand new immersion projects that are a hybrid of television programs and video games. By partnering strong production houses and technology enablers in Europe and North America, we aim to be the leading creator and producer of innovative multi-platform new media entertainment.

#### Products showcases:

##### **1. TOMATO TWINS**

*Tomato Twins* is an exciting original children's television animation project that embraces Peach Blossom's unique holistic approach to envelop the audience across the multiple platforms of broadcast television, the Web and Wireless Mobile Devices for a complete user experience.

The Tomato Twins are a pair of adorable 7-year-olds with super powers. Unintentionally zapped by a freak accident during one of their inventive mother's many experiments at the age of 12 months, they gain extra-ordinary powers.



Together, they use their powers to defend their hometown against the onslaught of nefarious villains and in the process, champion wholesome, positive values. And when they're not out saving the world, they battle relentlessly against the tedium of homework and household chores.

##### **2. CITIZEN X**

*Citizen X* is an exciting new project by Peach Blossom Media that embraces a unique holistic approach that will envelop the audience in a 360° environment across various media platforms. This truly convergent new media program, a 13-part live gameshow, merges broadcast TV, the Internet, and Short Messaging Service into one complete experience.

The premise: A specially-trained contestant is given 12 weeks to complete tasks of varying difficulty. Rewards for each task completed await Citizen X and he stands to win an attractive accumulated prize by the end of the series. However, Citizen X will need to use his wits and ingenuity to avoid the nation-wide manhunt that will ensue. Viewers will be given clues and puzzles via Wireless Media Devices and the Web, and will be involved in the real time action.

Season:	13 episodes
Length:	23 ½ minutes
Language:	English
Format:	Betacam SP



## **DAIICHI Media**

### **Corporate Profile:**

DAIICHI Media has been a pioneer in providing interactive multimedia educational content since 1993. The excellence of our content has enabled our multimedia software to be distributed world-wide, in 12 different languages, and to win 13 major international awards.

At MILIA 2002, we would like to meet with educational content buyers, content aggregators and distributors. We would also like to meet with service and content providers for mobile devices to explore opportunities to deploy quality educational content available on More At Once through mobile devices.

### **Product showcase:**



More At Once is the star product of DAIICHI Media's initiatives and expertise in converging technologies and interactive learning. More At Once offers a comprehensive range of syllabus specific interactive content, powerful teaching and learning tools, activities and tests, as well as teaching resources for teaching and learning core subjects in primary and secondary education.

More At Once is easy to use in the classroom, in computer labs, from any computer, at school and at home. More At Once incorporates full interactive multimedia features for effective teaching and learning in a fun way.



## **GIME International**

### **Corporate Profile:**

Formed in 2000, GIME International aims to be a pioneer for the online entertainment industry in Singapore by developing and operating highly innovative massively multi-player online games. The company has developed two major technology platforms (GIME Platform™ & GIME Network™) in order to deliver fast prototyping, rapid development, fast time to market, lower application deployment and maintenance costs.

### **Product showcase:**



Century of Three Kingdoms is based on the famous Classic: Romance of the Three Kingdoms. It is set in a Persistent World with Role Playing Elements and Real Time Strategy game play.

It's a Massively Multi-player Role-Playing Game (MMRPG) based on one of the most famous periods in the history of ancient China. Become a General in this ancient land. Raise an army, and unify China. Sound simple? It's not. That's because there'll be hundreds of other aspiring conquerors with their own plans and ambitions.



## **Cyber Business Network**

### **Corporate Profile:**

Cyber Business Network (CBN) is a leading provider of Internet-related services specialising in developing Chinese and bilingual websites in Singapore. The company not only develops and publishes bilingual websites for its clients, it also conducts feasibility studies, e-business consultancy, investor relations, Internet Marketing and Internet branding services. Among the various works that it has developed include the 'Speak Mandarin Campaign' for Singapore's Ministry of Information and The Arts; the first Chinese entertainment portal, StarEastNet; as well as the Chinese WebTop website, the world's first one-stop gateway to a rich collection of Internet resources in Chinese and a platform for interaction with the Chinese sub-communities.

CBN is a wholly owned subsidiary of the Singapore Chinese Chamber of Commerce & Industry, with the sole purpose of developing and managing the World Chinese Business Network, a premier network that provides information on Chinese companies, trade opportunities and activities as well as links to other networks. Currently, CBN owns and operates four portals, namely the Chinese virtual community portal (<http://czine.net>), the bilingual business portal (<http://abovebiz.com>) and the browser skin customisation portal (<http://mybrowserskin.com>).



## **muvee Technologies**

### **Corporate Profile:**

muvee Technologies has developed a suite of patent-pending technologies which automate video editing, opening the way to mass-market video production. Founded upon proprietary video and audio signal analysis techniques developed in Kent Ridge Digital Labs (KRDL), technologies remove the skill barriers to creating high-quality, edited video productions from raw footage, and they let people work far faster than is possible with today's tools – in some cases a hundred times faster. muvee Technologies licensed the technology to thirds parties and launched our first branded product in September 2001.

By making the video editing process radically faster, easier and more fun, muvee Technologies plans to unlock the full potential of video production. The muvee team has over 60 years of experience developing and commercialising media technology and is led by Pete Kellock, a seasoned technology innovator and entrepreneur.



## ei-Nets

### Corporate Profile:

ei-Nets is an internet solutions company with a proven track record: design, build, own and operate e-commerce systems using advance technology such as I-nets™ technology to create portals with a difference – focusing on ease of use, intuitive business processes and unique presentation of contents with unmatched videos interactivity.

ei-Nets helps companies to save costs, raise productivity, create new value and expand market reach through our e-solutions. Products and services encompass Network solutions, Enterprise Intranet, Customer Acquisition and Relationship Management System, e-Catalogue Manager, Payment Gateway, Web Marketing Solutions, Cyber Showroom, e-Manuals, e-Project Management e-Procurement and more.

The subsidiary, Suntze.Communications Engineering Pte Ltd, specializes in building and providing internet infrastructure for e-business applications, designs and implements network solutions for multi-media information communications systems and services, and intelligent buildings.

Suntze is qualified as a Premier Partner of Cisco Networks in Singapore.

### **Unique Technology Edge: An Award Winning Technology**

EI-NETS owns the worldwide, exclusive, unlimited and perpetual rights to the I-nets™ technology for our Mechanical & Electrical ('M&E'), Building and Automotive portals. The I-nets™ technology, which was patented in 2000, won the Top 6 Best Software Products at COMDEX-ASIA in 1997 and the Singapore ONE Outstanding Applications Award in 1998. It is an enabling technology which allows text, still images, audio, high-resolution interactive I-nets™ video, and computer-aided design drawings ('CADD') to be combined into one hybrid file. Such a file is compressed and can be transmitted within seconds by using a standard modem over normal telephone lines. After downloading the contents, the technology allows the user to rotate objects and zoom in on details without experiencing any loss of resolution. With these features, we can help businesses using interactive displays to demonstrate products to existing and potential customers.



## Silicon Illusions Pte Ltd

### Corporate Profile:

Founded in 1996, **Silicon Illusions Pte Ltd** has since established itself as a leading-edge digital media (DM) content creation and technology enabling company.

Its technologies and DM content creation capabilities provide companies with the enabling infrastructure, tools and content to enable flexibility of visual information presentation and management through intranets, broadband/narrowband Internet and wireless devices. Silicon Illusions' core competence lies in developing interactive products as well as in applications, especially those requiring extensive 3D and CG elements, visualization technologies and delivery.

Supporting these capabilities is a full suite of digital multimedia capabilities which includes conceptual designs/storyboarding, 2D/3D computer-generated imageries and animations, state-of-the-art optical motion capture system and an established, proven multi-platform content creation workflow which targets multimedia, broadcast and broadband/Internet content creation.





**iT21**

## **iT21**

### Corporate Profile:

iT21 (Singapore) Pte Ltd was incorporated in 1996 with a mission: To help educators, learners, and corporate organisations all over the world harness technology for enhancing the learning experience.

iT21 is a frontrunner in interactive multimedia content development in Singapore. It develops engaging curriculum-based multimedia content for the primary and secondary schools segment. To date, it has produced more than 100 interactive multimedia educational titles. Besides producing its own courseware, iT21 also ties up with strategic partners to provide educational content for local and overseas schools. The Ministry of Education (MOE) in Singapore has chosen iT21 to be the main co-developer of its multimedia courseware under the LIUP scheme. The company is also the sole co-publisher of the Mother Tongue titles, which will be used in all Singapore schools.

Not only does the name of iT21 resonate well in local schools, it has also made a mark in China. iT21 is the provider of English instructional materials for Hebei's nurseries, primary and secondary schools. Close to 1.5m school-going children in Hebei are using iT21's educational materials.

iT21's titles are currently used in many schools in the Asia Pacific region and are highly recommended by a number of education ministries around the world. Its *Fun Learning Program* is endorsed by a number of education ministries around the world, and is used by schools in Australia, Hong Kong, Malaysia, the Philippines as well as Singapore.

As one of the pioneer developers of interactive multimedia educational courseware, the company spearheaded the use of text-based Chinese and Tamil characters in digital learning format for the learning of respective languages. Its use of interactive video is another first in Singapore. In line with the proliferation of Internet use, the company is moving rapidly towards delivery of its content through its own integrated educational portal called [www.channelit21.com](http://www.channelit21.com). In addition to the development of interactive multimedia courseware and e-learning content, iT21 also provides IT skills training for educators and learners.

Aside from commercial endeavours, iT21 is an active participant in community projects. It has collaborated with organisations such as the Joint Social Service Council, the Chinese Development Assistance Council, the National University of Singapore, and the Singapore Traffic Police.

### **Partners in Success**

Our partners play a part in our success, providing ideas and expertise that helps bring us to greater heights.



- ☆ Chinese Development Assistance Council (CDAC)
- ☆ Economic Board of Development
- ☆ Infocomm Development Authority
- ☆ Joint Social Service Committee (JSSC)
- ☆ Ministry of Community Development and Sports (Marine Parade Family Service Centre)
- ☆ Ministry of Education, Singapore (MOE)
- ☆ National University of Singapore, Department of Chinese Studies
- ☆ Orange Gum
- ☆ Productivity Standard Board
- ☆ Trade Development Board