

FACTSHEET

26 Jul 2007

**IDA Collaborates with Mobile Operators to Waive Charges
When Singaporeans log onto www.ndp.org.sg/mobile to Enjoy Up to 4
FREE 'live' Views of National Day Celebrations**

Whip Out Your Mobile Phone to Celebrate National Day!

FREE! Mobile Data Transfer Charges Waived for www.ndp.org.sg/mobile

Experience National Day the infocomm way wherever you are, and for free.

The Infocomm Development Authority of Singapore (IDA) have joined hands with mobile operators, M1, SingTel and Starhub, and other industry partners, such as MediaCorp and Singapore Press Holdings, to celebrate National Day with you.

From 1 to 26 August 2007, mobile data charges are waived when you log onto the NDP website designed specially for users of mobile and PDA phones at www.ndp.org.sg/mobile.

What this means is that come 1 August, whenever you are on-the-go, just whip out your browser-enabled mobile and PDA phones to enjoy free infocomm services when you connect and log onto www.ndp.org.sg/mobile to celebrate the nation's 42nd birthday.

With infocomm, you get more out of your celebrations this National Day.

Enjoy FREE 'Live' Views of NDP Celebrations at www.ndp.org.sg/mobile

- ***Free 'Live' Video Streaming (1 – 26 August)***

It does not matter where you are.

With any browser-enabled mobile and PDA phone, you can log onto www.ndp.org.sg/mobile to have up to four different 'live' camera views of National Day festivities streamed to your phones for free.

Never before – you can now catch all the preparatory activities on the floating platform 24/7 even before the Parade itself.

On the day of the Parade, catch not just the Parade itself, but 'live' views of backstage happenings, and the fringe celebration activities.

Enjoy 3G Interactive Services at lower rates at 6829-2008

In addition to the free and new services available on www.ndp.org.sg/mobile, IDA and MediaCorp have come up with interactive service offerings that will enable more than one million 3G subscribers in Singapore to get closer to each other when they jointly participate in the National Day festivities. Here's how.

- **3G Video Blogging (1 – 26 August)**

Simply dial **6829-2008** to make a 3G video call this National Day.

Once you get connected with your video call, capture on video, your family, friends or yourself sharing wishes for the nation or celebrating National Day.

Then, upload your very own 3G video at the special rate of 5 cents per minute, down from the usual 15 cents per minute. Share the moment with your loved ones when you all gather to view your 3G video from :

www.ndp.org.sg/infocomm or <http://ndp.mediacorp.com.sg>

For the 3G video-blog novice, fear not. If it is your first time trying to 3G video-blog, learn at no cost how you can do it, when you log onto www.ndp.org.sg/mobile.

- **Stream video-on-demand from 3G video portal (now till 26 August)**

Support the local art scene this National Day.

At also 5 cents per minute, stream local filmlets and NDP MTVs when you make a video call and dial **6829-2007**. Watch "Samsui Woman", "Taxi Driver" and "Ah Meng" on your 3G handsets.

This video-on-demand service also lets you in on the personal video blogs of our National Day bloggers including the Parade Commander, participants and spectators.

With Infocomm, let's all get closer this National Day.

**ISSUED BY CORPORATE & MARKETING COMMUNICATION DIVISION
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