

FACT SHEET (January 2011)

Infocomm Experience Centre

The Infocomm Experience Centre (iExperience) aims to bring about the possibilities and benefits of Next Generation (Next Gen) services and the Next Generation Nationwide Broadband Network (Next Gen NBN) to the public and businesses. The interactive and engaging exhibits are designed to educate visitors via hands-on experience the possibilities presented by Next Gen NBN, including possible next gen services leveraging next gen technologies that encompass our daily lives.

Located at the heart of the city in Esplanade Xchange, the centre presents a range of functional yet fun services and applications for businesses, consumers, Government and overseas visitors.

An Experience for All Users

Through guided or self-discovery tours, iExperience will demonstrate the possibilities of Next Gen NBN to enterprises for business adoption, and to consumers for use in their daily lives. Depending on each visitor's interest and background, the guided tour format provides visitors an in-depth knowledge and experience. The self discovery format allows visitors to walk through the centre and try out the exhibits on showcase, at their own pace.

Target audience of iExperience include:

- Enterprises: MNCs and SMEs, across all industries
- Consumers: Students, adults and elderly, across all ages
- Government Agencies: Ministries, Organ of States, Statutory Boards, across all national organisations
- Foreign Visitors: Foreign Dignitaries and potential investors, across all nationalities

Live, Work, Learn, Interact

Four major themes surround the iExperience, which relate closely to our daily lives in the areas of live, work, learn and interact. Some examples of services in each theme include:

i. Live

Regardless of age, everyone in the home can benefit from enhanced interactivity and collaboration to live better and more comfortably. As homes get ready to be connected to Next Gen NBN, everyone will be able to enjoy richer media delivery, seamless communication, as well as networked equipment and applications. Within this exhibit, visitors can explore various networking solutions for their homes which they can have hands-on experience. Other new exhibits include watching catch-up television and a

showcase of a work-from-home scenario, where visitors can play the role of a call centre executive, speaking and interacting with customers with real-time connection.

ii. Work

Businesses from every industry can harness the possibilities enabled by the ultra high speed optic fibre network to enhance their services and create new opportunities. Employees can benefit from enhanced interaction, collaboration and training without leaving the office. In all facets of work, businesses will be empowered to create better business value, attain greater efficiency and achieve increased productivity. New solutions available include cloud storage capability and smart energy monitoring.

iii. Learn

Creating an enriching experience in learning, the innovative use of infocomm will meet the diverse needs of learners. Next Gen services will enrich the learning experience through rich media content and empower learners to leverage various ICT tools for collaborative and self directed learning. Visitors can experience a 3D learning environment using augmented reality, where physical and digital objects co-exist and interact in real time.

iv. Interact

No matter where we live, where our family members or friends may be, high speed connectivity and innovative infocomm applications will bring people together. It overcomes physical distance for an 'almost present' interaction, changing the way we interact and connect with people. iExperience is also equipped with Wi-Fi connection where visitors can experience the ease of wireless access through the latest mobile devices on display.

Location and operational hours

iExperience is situated at Esplanade Xchange, along the shortest linkway between Raffles City and Suntec City. It is opened from 10am to 8pm daily. Admission is free.

For media clarification, please contact:

Ms Felicia Yeo
Manager, Corporate & Marketing Communication
Tel: +65 6211 1536
Fax: +65 6211 2227
Email: felicia_yeo@ida.gov.sg

Mr Sheo S. RAI
Assistant Director, Corporate & Marketing Communication
Tel: +65 6211 1073
Fax: +65 6211 2227
Email: sheo_s_rai@ida.gov.sg