iDA
SINGAPORE

April 2012

FACT SHEET
"Can't Live Without Tech!" Contest

"Can't Live Without Tech!" is an online contest, co-organised by the Infocomm Development Authority of Singapore (IDA) and IDM chapter of Singapore Computer Society (SCS). This contest is aligned with Strategy 3 of the Infocomm Manpower Development Roadmap v2.0 ("MDEV 2.0") to "Generate Curiosity, Interest and Passion" for infocomm. The contest aims to:

- Increase the awareness of infocomm possibilities by creating a positive online viral buzz;
- Identify young ICT advocates who will inspire the younger generation to pursue infocomm related education and careers; and
- Inject vibrancy into the infocomm student online community and to grow that community.

Contest URL: www.infocommtalent.sg/cantlivewithouttech

Contest Description
The contest ran from 11 November 2011 to 10 February 2012. Contestants submitted a 1-mintue video which showcased the importance of technology in their lives. Final scores were based on:

- 70% by judging panel; and
- 30% through online voting.

Categories and Prize
There are two categories, pre-tertiary and tertiary, with four winners (including a Merit Award) from each category. The top prize for each category is an one-week knowledge acquisition trip to Silicon Valley, USA, Apple iTouch 32GB and $2,000 cash.

The prizes are supported by the following industry partners:

- Autodesk Asia Pte Ltd
- Sapura Synergy Singapore Pte Ltd
- Sony South East Asia (A division company of Sony Electronics (S) Pte Ltd)
- SyQic Capital Pte Ltd
- Lithan Education Pte Ltd

Judging

The judging criteria are based on Creativity and Contest (45%), Entertainment Value (25%), Production Value (20%) and Aesthetics (10%). The judging panel members were Ms Kimberly Foo (Deputy Director, Manpower Development Division), Mr Nicholas Aaron Khoo (President, SCS IDM Chapter and Advisor, Triple Point Pte Ltd) and Mr Douglas Gan (CEO, ShowNearby).

FOR MORE INFORMATION

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Winners of the "Can't Live Without Tech!" Contest

1st prize – Sponsored trip to Silicon Valley, Apple iTouch 32GB and $2,000 cash
2nd prize – Sony HXR-MC50 Camcorder and $1,000 cash prize
3rd prize – Apple iPad Wi-Fi 64GB and $500 cash
Merit Award – Apple iPod Nano 16GB

Pre-Tertiary

1st Prize – "The Day When Tech is Destroyed" by Tan Kai Jie

Kai Jie's film showcases the possibilities of a future desktop, and what happens when it is all destroyed.

2nd Prize – "I Can't Live Without Tech Even As An Early Man!" by Shruti

This video is about a young boy who has an abrupt nightmare about being an early man and living in a world without technology. It ends with a simple message - that technology changes lives.

3rd Prize – "Can You Live Without Tech?" by Julian Liaw

Using a simple piece of paper, Julian illustrates how Facebook and life would be without technology in 1-minute.

Merit Prize – "Mission Impossible: Living Without Tech" by Lhu Wen Kai

Wen Kai's tell us his take about "Mission Impossible: Living Without Tech" in a fast-talking style, peppered with a liberal splash of jokes.

Tertiary

1st Place – "'Can't Live Without Tech' Original iPad Song" by Terence Poh

Terence innovative iPad song uses sounds like the Lock/Unlock button, SMS Alert Tone, "Email Sent" Tone and a Piano App to create an original song about living without technology.

2nd Place – "Stone Age 2.0" by Nguyen Minh Nhat

Min Nhat's animated video talks about the consequence of living without technology, which he says "no" to.

3rd Place – "Unstoppable" by Tan Sie Wee

Sie Wee's film tells a story on how a little ingenuity with recycled cardboard saves his day after he loses his gadgets.

Merit – "Evolution of Advertising Technology" by Stessen Chia Ding Shen

Stessen's video illustrates the evolution of advertising through technology – moving from radio, television to social networking websites.