

Fact Sheet

ANNEX E

PIXEL TO SUPPORT INNOVATIVE COMPANIES TO DEVELOP CUSTOMER-CENTRIC DIGITAL EXPERIENCES

BACKGROUND

The 25,000 sqf PIXEL space was launched in 2016 to grow the innovation community and support the infocomm media (ICM) industry by providing space, equipment, expertise and programmes. It hosts the following facilities under one roof:

- a) **PIXEL Studios** (formerly Creators' Space and Games Solution Centre) provides online content creators with access to shared video production facilities and equipment. It also provides game start-ups with incubation support, mentors and a rapid prototyping environment
- b) **PIXEL Labs** (formerly IDA Labs) provides technology innovators with access to fabrication facilities, tools and equipment so that they can build prototypes and test proof of concepts

PIXEL's community comprises a unique combination of game developers, content creators and tech innovators. Examples of Singapore-based ICM companies that have benefitted from PIXEL's facilities and support are provided in [Appendix 1](#).

EXPANDED SCOPE OF PIXEL

In line with the trends surfaced by the Services and Digital Economy Technology Roadmap (SDE TRM), the future of services will be customer-centric digital experiences that are powered by advanced technologies to be personalised, anticipatory, seamless and empathic. ICM companies will increasingly need to combine digital technologies, engaging content and human-centred design to build great experiences for their customers. They will also have to scale and deliver these experiences to customers effectively through digital platform ecosystems and partners.

In line with this, PIXEL will expand the scope of its programmes, with a focus on bringing together tech, media and design capabilities to develop customer-centric digital experiences.

First, PIXEL will draw upon external experts to anchor **four new capabilities** at the intersection of tech, media and design:

- a) **Design Thinking:** Apply human-centred and iterative design approach to innovation.
- b) **User Interface/User Experience (UI/UX):** Design natural and intuitive interactions between digital users and products.
- c) **Immersive Experiences:** Build realistic, engaging and empathetic experiences using Augmented Reality, Virtual Reality and Mixed Reality (AR/VR/MR) technologies.
- d) **Digital Storytelling:** Combine technology, content and digital media to tell stories that connect, engage and resonate.

Project mentors, coaches, thematic workshops, masterclasses, and mixers in the four areas will be made available at PIXEL.

Secondly, on top of existing facilities, incubation and co-working spaces provided, PIXEL will also outfit two additional labs for experimentation and testing of digital experiences. These are:

- **Immersive Experiences Lab** – this provides ICM companies with hardware and software as well as useful shared resources, to experiment with Immersive Media technology (AR/VR/MR) and emerging interfaces such as voice and haptics for business solutions.
- **User Testing Lab** - this is where ICM companies can conduct usability testing¹ of their digital products and solutions.

In addition, IMDA will also work with strategic partners to bring innovation and acceleration activities and programmes to PIXEL, so that PIXEL provides a **physical platform that connects our community** with technical resources, expertise and market access opportunities. For instance, PIXEL is hosting Unity's Southeast Asia Centre of Excellence, which will provide capability building and training in the areas of immersive experiences and game development. PIXEL is also collaborating with Action Community for Entrepreneurship (ACE) to plug our community to regional innovation hubs, and with Gushcloud to share their

¹ This is a stage in the design process to evaluate a product feature or prototype with test users.

expertise in digital storytelling and marketing. See [Appendix 2](#) for more details of these partnerships.

Through these new programmes and partnerships, which will be rolled out from Jan 2019 onwards, PIXEL aims to provide a conducive and open environment for the ICM community to ideate, experiment, and build customer-centric digital experiences.

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

For media clarifications, please contact:

Joannah Zhong (Ms)
Assistant Manager, Communications & Marketing, IMDA
DID: (65) 6202 4426
HP: (65) 9817 2983
Email: joannah_zhong@imda.gov.sg

Appendix 1: Examples of Singapore-based ICM companies that have benefitted from PIXEL's facilities and support

a. Finding Pictures:

Finding Pictures is a stop-motion graphic animation start-up that is currently being incubated in PIXEL. It makes use of PIXEL's production studios and equipment for their animations. Finding Pictures won the "Best Animated Film Award" for 2018's National Youth Film Awards and is currently working with Channel NewsAsia to create animated sequences in their latest documentary, "In the Vault", about rare unseen moments of Singapore history. In its next development phase in PIXEL, Finding Pictures will explore using 360VR techniques for stop-motion graphic production.

b. Mighty Bear Games:

One of the pioneers to receive incubation support from PIXEL, Mighty Bear Games is founded by games industry veterans such as King, Ubisoft, EA, Lucasarts, Disney, Gameloft and Jagex. The Bears raised over US\$3M of funding from investors including Global Founders Capital, Everblue fund, M Ventures and Atlas Ventures to develop the next generation of massively multiplayer online mobile games.

c. Joysteak Studios:

Making heartfelt, soulful games, this rising indie games studio is also a PIXEL incubatee. Joysteak Studios' first game, Songbird Symphony, tells of Birb, a bird who goes on an adventure of self-discovery through songs and meeting other birds of the forest. Besides winning Judge's Choice at Gamestart 2017, the team also won Best Audio at Taipei Game Show 2018 and Best Game Design at Busan Indie Connect Festival. Joysteak Studios recently won the Rising Star and Best Audio awards at the SEA Game Awards 2018.

d. Hiverlab:

As a technology innovation and VR content production company, Hiverlab's Storyhive is an immersive VR-based presentation and communication platform. Besides leveraging PIXEL's hotdesking and fabrication facilities to develop early prototypes, this start-up also collaborated with PIXEL and water environment expert, DHI Water & Environment, to produce a unique interactive training tool, Eyes on Habitat: Coral Reefs.

e. TransferFi:

TransferFi is the world's first, long-range, safe and efficient wireless power network. The team developed their prototype in PIXEL using tools and equipment available in the prototyping lab, and is now deploying sensors with real time data transmission at a range of 35 meters - a huge step forward for IoT. TransferFi has secured seed funding and a pipeline of projects with industrial IoT, academia, and consumer device companies. TransferFi was one of the winners of the 2018 Schneider Electric Bold Idea Challenge (APAC).

Appendix 2: Partnerships with PIXEL

- a. **Strategic partnership with Unity to help companies and talent build Immersive Media capabilities.** IMDA, through this partnership with Unity, will train talent to apply immersive media beyond the media industry, for use in the retail, construction and education sector. As part of this partnership, immersive media workshops will be held at PIXEL to train talent and further develop Singapore as a centre of excellence for immersive media.
- b. **Building deep connections into local and regional start-ups ecosystem with Action Community for Entrepreneurship (ACE).** The programme will provide market access activities for companies coming into Singapore, via PIXEL, creating opportunities for partnerships with local companies. ACE's community will get to participate in programmes held in PIXEL and use resources such as facilities and equipment for innovation projects.
- c. **Leveraging technology to engage audiences in personalised and responsive narratives experiences with Gushcloud.** Together with PIXEL, Gushcloud will co-develop capabilities for multi-platform and digital tools in storytelling. Innovation projects will receive workshops and experts' advice in the area of digital marketing, brand creation and digital media productions.