

IDA's Next Generation National Broadband Network & Services Exhibition at imbX 2009

Suggested Booth Walkabout

Singapore Expo Hall 3, June 16 – 19

OFFICE – WORK

9 Office HD Video Conferencing – Truly borderless business communication will be a reality. Connect with your global or local clients, partners and colleagues through high definition video meetings from the office. Get a companion to video conference with you at **5** and experience the difference!

10 Remote Telemedicine - From the clinic or hospital, doctors and specialists can collaborate and discuss a patient's health condition virtually. Complex medical data can be processed and shared for analysis, using vast Cloud computing power. Doctors can also connect to their patients at home **6**

11 Grid Services at Office – Businesses, especially SMEs, can save by tapping on compute, storage and software facilities on a pay-per-use, on-demand basis. All these services can be delivered seamlessly via Next Gen NBN.

12 HD Security Monitoring - See how Next Gen NBN's high speed connectivity to office buildings allow businesses to deploy closed circuit TV (CCTV) cameras and capture high definition streams which they can incorporate into their business applications such as security monitoring, smart advertising as well as face and image detection services.

OUTDOORS - LEARN & PLAY

13 Interactive Kiosk - Located at shopping malls and other outdoor sites, the kiosks will allow users to locate products, services and establishments, engage in person-to-person video calls and receive real-time info updates.

14 Interactive Digital Signage – Digital signage that is able to deliver dynamic, powerful and interactive visual presentations to you. Real time streaming of high definition visuals to each signage can be achieved with Next Gen NBN.

15 Mobile Base Station – Leveraging on the ultra high-speed Next Gen NBN network as backhaul, mobile and wireless networks will be capable of delivering higher mobile broadband speeds and enable the delivery of richer services to end-users.

16 Audience Measurement (CCTV) - See how Next Gen NBN's high speed connectivity to office buildings allow businesses to deploy closed circuit TV (CCTV) cameras and capture high definition streams which they can incorporate into their business applications. In this instance, you will be able to see how CCTV is deployed for audience measurement.

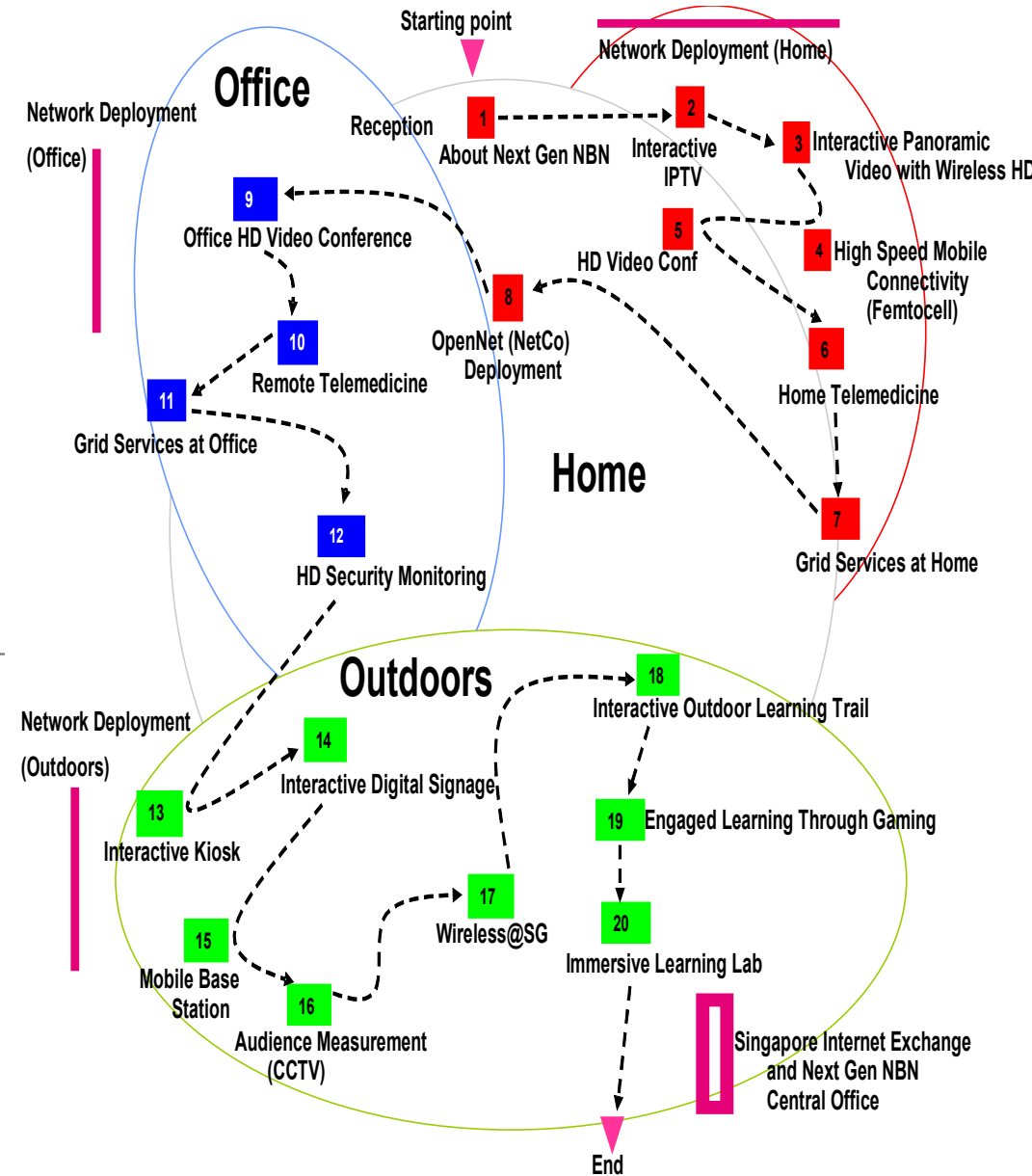
17 Wireless@SG – Wireless@SG is a wireless broadband programme developed by IDA as part of its Next Generation National Infocomm Infrastructure initiative to provide users with free, seamless broadband access in public places.

18 Interactive Outdoor Learning Trail – Learning without boundaries with "Battlefield trail" and "HortPark trail". For the HortPark trail, you can explore the fauna and flora of HortPark as if you are there amid the garden. Embark on this trail at imbX, where learning is truly beyond the classroom.

Powering Next Gen Living

Singapore's nationwide, all-fibre ultra high-speed Next Generation National Broadband Network, or Next Gen NBN, will soon transform the way we work, live, learn and interact. The Next Gen NBN, when ready from as early as 2010, will catalyse the creation of innovative next-generation services, delivered over ultra high-speeds of 100 Mbps to beyond 1Gbps.

Get a preview of Next Gen NBN impending network deployment and a glimpse of possible next generation services at IDA's Next Gen NBN & Services Exhibition! Suggested booth walkabout to cover all 4 areas of Live, Learn, Work and Play starting from **1** to **20**. Embark on your journey now!



HOME – LIVE

1 About Next Gen NBN – Journey with us through Singapore's Next Gen NBN.

2 Interactive IPTV – TV becomes highly-interactive as you get to cast votes, download recipes and even monitor your electricity consumption, with programmes on-demand and in high definition.

3 Interactive Panoramic Video with Wireless HD Connectivity – Score the best seat at the World Cup right in your living room. The interactive panoramic video application enable you to zoom on your favourite player for a highly-personalised viewing experience, while Wireless HD connectivity will provide wireless, secure and uncompressed high definition video distribution to your TV set.

4 High Speed Mobile Connectivity (Femtocell) – Enjoy the convenience of using a single mobile device for voice, data and entertainment that delivers more personalised services and content at higher speeds with lower cost.

5 HD Video Conferencing – Next Gen NBN will enable high definition video conferencing capabilities which will look as natural as face-to-face meetings.

6 Home Telemedicine – Healthcare gets more personalised through the use of ultra high-speed connection. For instance, your doctor can make a virtual house-call by checking your throat, viewable through a high definition webcam.

7 Grid Services at Home - Consists of *Online Virtual Storage* where you can save and retrieve large files from your online "harddisk" in a flash, and *Thin Client Computing*, where you can access office applications anywhere with an ultra high speed connection and *Video Hosting and Streaming Services*, where you can enjoy smoother and faster streaming experience, especially with high definition videos.

8 OpenNet (NetCo) Deployment - Next Gen NBN deployment to all homes, offices and institutions by 2012.

OUTDOORS - LEARN & PLAY

19 Engaged Learning Through Gaming – Geography and history lessons are transformed into real-time multiplayer games. Learners can explore areas which are not physically accessible or witness formations that would otherwise take thousands of years to form.

20 Immersive Learning Lab – Makes use of 3D educational games and simulation, interactive digital media to support experiential and inquiry-based learning.



About the Infocomm Development Authority of Singapore

The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing info-communications in Singapore. This involves nurturing a competitive telecoms market as well as a conducive business environment with programmes and schemes for both local and international companies.

<http://www.ida.gov.sg>

