



*Wired With Wireless*

## **Public Briefing**

Location-Based Services  
Call for Collaboration  
4 Mar 2003, 10am

### **Programme:-**

- Presentation on the Location-Based Services Call For Collaboration
- Q&A Session



*Wired With Wireless*

# Public Briefing Location-Based Services Call For Collaboration

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4 Mar 2003

- Introduction – What is a Call for Collaboration?
- Objective
- Definition and Scope
- Pre-requisites for Participants
- Selection Criteria
- IDA Support
- Supporting Agencies Involvement
- CFC Timeline
- Details on Project Submissions
- Details of Networking Session
- Conclusion

# What is a Call For Collaboration (CFC)

- CFC = a series of activities organised by IDA to to bring together relevant parties to implement and adopt wireless technologies and applications for consideration of support by IDA
  - It is a competitive process for co-funding

- **Public Launch – 21 Feb**
  - To invite all members of the LBS industry to participate in the CFC
- **Public Briefing – 4 Mar**
  - To brief industry on the detailed scope and requirements of the CFC
  - To allow industry to clarify requirements and process
- **Networking Session – 28 Mar**
  - Session organised by IDA to allow LBS value chain players to interact and to facilitate formation of partnerships
- **Project Submission and Evaluation – 30 May**
  - Projects to be submitted and evaluated by an evaluation committee
- **Awards - July**
  - Selected projects will be awarded and presented letter of offer with details on funding
  - Awarded consortia will proceed with development and rollout of pilot

# Objectives of LBS CFC

- Facilitate the exchange of ideas between content providers, application developers, technology providers, device manufacturers & service providers;
- Encourage the development, pilot and trial of innovative and/or collaborative LBS with long-term commercial viability ;
- Attract leading LBS companies to pilot solutions in Singapore; &
- Spur the adoption of LBS, thereby supporting the growth of the wireless data services industry

# Definition of LBS

Services that exploit knowledge about where an information device user is located

- Enterprise / Consumer
- In-car / Out-of-car environment
- Indoors / Outdoors

Location feed can come from:

- GPS
- Cellular Networks
- wLAN, Bluetooth etc

- LBS CFC Categories
  - Information and Navigation Services
  - Resource management Services
  - Safety and Emergency Services
  - Community-based Applications
  - Wireless Entertainment

- **Information and Navigation Services**

- Draws information and content from various sources
- Refine and filter the content according to users' preference, location and time
- Examples would be:
  - guide services
  - nearest restaurants
  - location-based commerce
  - yellow pages
  - navigation
  - driver information
  - train and bus information

- **Resource Management Services**

- Enhances mobile resource tracking (eg vehicle tracking) and telemetry
- Can be indoors or outdoors
  - Possible use of WLAN/ Bluetooth etc for positioning

- **Safety and emergency services**

- Use of location attributes to enhance safety and security
- Cater to the security needs for people, such as for family members to be kept informed of one another's whereabouts
- Can be indoors or outdoors; in-car / out-of-car environment

- **Community-Based Applications**

- Use of location attributes together with presence, profile, etc to better connect communities
- Communities can be family, friends, colleagues, museum visitors, shoppers in a complex etc.

- **Wireless Entertainment**

- Any wireless entertainment service that makes use of location attributes to enhance its offerings
- Use of location attributes to blend reality with fiction and create augmented environments where real and virtual content are mixed

# Pre-requisites

- The project must exploit the knowledge of where the user device is located and involve the use of wireless data technologies;
- The consortium must consist of at least one Singapore-based enterprise or organisation;
- The project must be developed or implemented in Singapore; &
- The project must include all necessary partners to implement a complete solution.

# CFC Evaluation

Proposals will be reviewed and evaluated by an Evaluation Committee nominated by IDA.

The criteria include (but are not limited to):

- The ability to comply with project requirements and pre-requisites
- The ability to leverage on various wireless data technologies and to augment multiple content and applications to provide **innovative** high value-added location-based services to the user.
- The demonstration of collaboration of players across the LBS value chain
- The viability of the business models and ability of the consortium to market the product or service at affordable cost to business and/or consumer end users
- The effectiveness of the measures undertaken to address location privacy where applicable
- The usability of the proposed solution

- **Number of projects**
  - IDA aims to support 2 to 4 innovative projects in each of the 5 areas within the scope of the CFC
- **Co-Funding**
  - Selected items such as hardware, software, manpower, professional services, etc
- **Co-Branding**
  - Co-branding and co-marketing with the Wired With Wireless Programme can be considered



# LBS CFC Partner Agencies

## Singapore Land Authority\* [www.sla.gov.sg](http://www.sla.gov.sg)

Potential Data Provision (*either directly or through their ASPs*)

- Digital maps (Vector format)
- Points of interest (Digital Format)
- Historical Maps (Raster format / vector format)

## Land Transport Authority\* [www.lta.gov.sg](http://www.lta.gov.sg)

Potential Data Provision:

- Traffic Data (Speed and Volume)
- Incident reports
- Alerts
- Roadworks
- Electronic Road Pricing Rates
- Variable Message Signal Messages

# LBS CFC Partner Agencies



## National Heritage Board\* [www.nhb.gov.sg](http://www.nhb.gov.sg)

- Heritage information
  - e.g. heritage trails, photos
- Audio archives
  - oral history clippings, interviews
- Storyboarding services



## Economic Development Board [www.sedb.com](http://www.sedb.com)

- Joint industry promotion
- Innovation Development Scheme & others



## Singapore Tourism Board [www.visitsingapore.com](http://www.visitsingapore.com)

- Provide background data on tourism in Singapore
- Provide contacts of possible content providers

*\* Subjected to terms and conditions; Requesting organisations may be required to sign a letter of undertaking*

Date	Event
24 Feb (Fri)	Launch of CFC
04 Mar (Tue)	Public Briefing
24 Mar (Mon)	Last day for registration for networking session
<b>28 Mar (Fri)</b>	<b>Networking Session</b>
29 May (Thu)	Last day for enquiries before project submission
<b>30 May (Fri)</b>	<b>Final Proposal Submission</b>
06 Jun (Fri)	Preliminary shortlist
Mid June	Presentation of shortlisted projects to Evaluation Committee
July	Award of project

- The submission template consists of two documents available for download on the IDA website, **[www.ida.gov.sg](http://www.ida.gov.sg)**, under
  - Key Programmes > Wired With Wireless > Call for Collaboration for Wireless Projects > Location-Based Services
- All sections are *mandatory* and are to be filled in completely. IDA reserves the right to reject any incomplete proposal

- Submit one hardcopy and one CD-ROM softcopy of the Proposal
- Proposals are to be submitted no later than **30 May 2003 at 10 am**
- All proposals shall be clearly marked as **“Call for Collaboration for Location-Based Services”, Reference Number: IDA (CFC-007)**, and addressed to:
  - Tender Box Number: 1
  - Infocomm Development Authority of Singapore
  - 8 Temasek Boulevard
  - #14-00 Suntec Tower 3
  - Singapore 038988
- Late submissions will **NOT** be entertained

## COMPOSITION OF CONSORTIUM

- Appointment of a Consortium Lead
  - Manage the team & project
  - Main Contact Point with IDA
- Type I Organisations:
  - Own / Operate the service
  - Directly incurring costs
  - Claim costs directly from IDA
  - Do not charge other Type I Organisations for the costs
- Type II Organisations:
  - Charge Type I organisations for provision of equipment or service
  - Do not claim directly from IDA
  - Need not be part of consortium

**Note:** All consortium members (Type I and II) are to abide by the terms and conditions

# Details of Networking Session on 28 Mar 2003 (Fri)

# Networking Session

## What Objective

To allow interested parties to network and find partners for the primary purpose of the CFC

## Who should attend

Any players across the LBS Value Chain from content providers to technology providers to telcos and potential user companies

## When and where

28 March 2003, 9.00 am  
Suntec Singapore  
Room to be confirmed

## Registration Deadline

Registration is compulsory and by email only

Last Date/Time for registration : 24 March 2003 (Mon), 12pm

# Networking Session

## How to register

Send email to [cfc@ida.gov.sg](mailto:cfc@ida.gov.sg) with the following subject title: "LBS CFC Networking: (with/without presentation)"

1. Company Name and Address
  2. Presenter/Guest
    - a) Name
    - b) Designation
    - c) Email
    - d) Direct Line (DID)
    - e) Fax
    - f) Main Line
    - g) Mobile Number (preferred but optional)
  - 3\*. **Three** sentences (text-only) describing company, core expertise and partners required
  - 4\*. Softcopy of no more than **3-slide** Presentation
    - 1<sup>st</sup> slide: Company background
    - 2<sup>nd</sup> slide: Core expertise
    - 3<sup>rd</sup> slide: Complementary companies sought
- <Item 3 and 4 is required for presenters>**

# Networking Session

## Conduct of Networking Session

- The full list of participants with contact details and presentation slides will be compiled and distributed to the participants of the networking session
- There will be opportunities for companies to interact and network
- There may be opportunity for a 5 minute presentation by companies who registered with presentation slides
- IDA may consider providing exhibition space
- Companies will be notified of the details of the networking session by 26 March 2003 (Wed)

## Scope of CFC

Information and Navigation Services  
Resource Management Services  
Safety and Emergency Services  
Community Based Applications  
Wireless Entertainment

## Critical Timelines

Networking Registration Deadline: **24 Mar at 12h00**  
Networking Session: **28 Mar at 09h00**  
Submission Deadline: **30 May at 10h00**

## More info

For more information, refer to: **<http://www.ida.gov.sg>**

Under section: Key Programmes > Wired With Wireless > Call For  
Collaboration for wireless projects > Location-Based Services

Any enquiries, email: **[cfc@ida.gov.sg](mailto:cfc@ida.gov.sg)**

with subject: " LBS CFC: <xxxx> "

# Thank

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# You

INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE