

# SMART AIRPORT & PASSENGER TRAVEL Call for Collaboration



## Programme:-

- Briefing on the CFC
- Q&A Session

# Agenda

- What is a Call for Collaboration
- Objectives & Motivation
- Scope
- Pre-requisites for Participants
- Selection Criteria
- IDA Support
- Roles of Partner Agencies
- Timeline
- Networking Session
- Submissions
- Conclusion

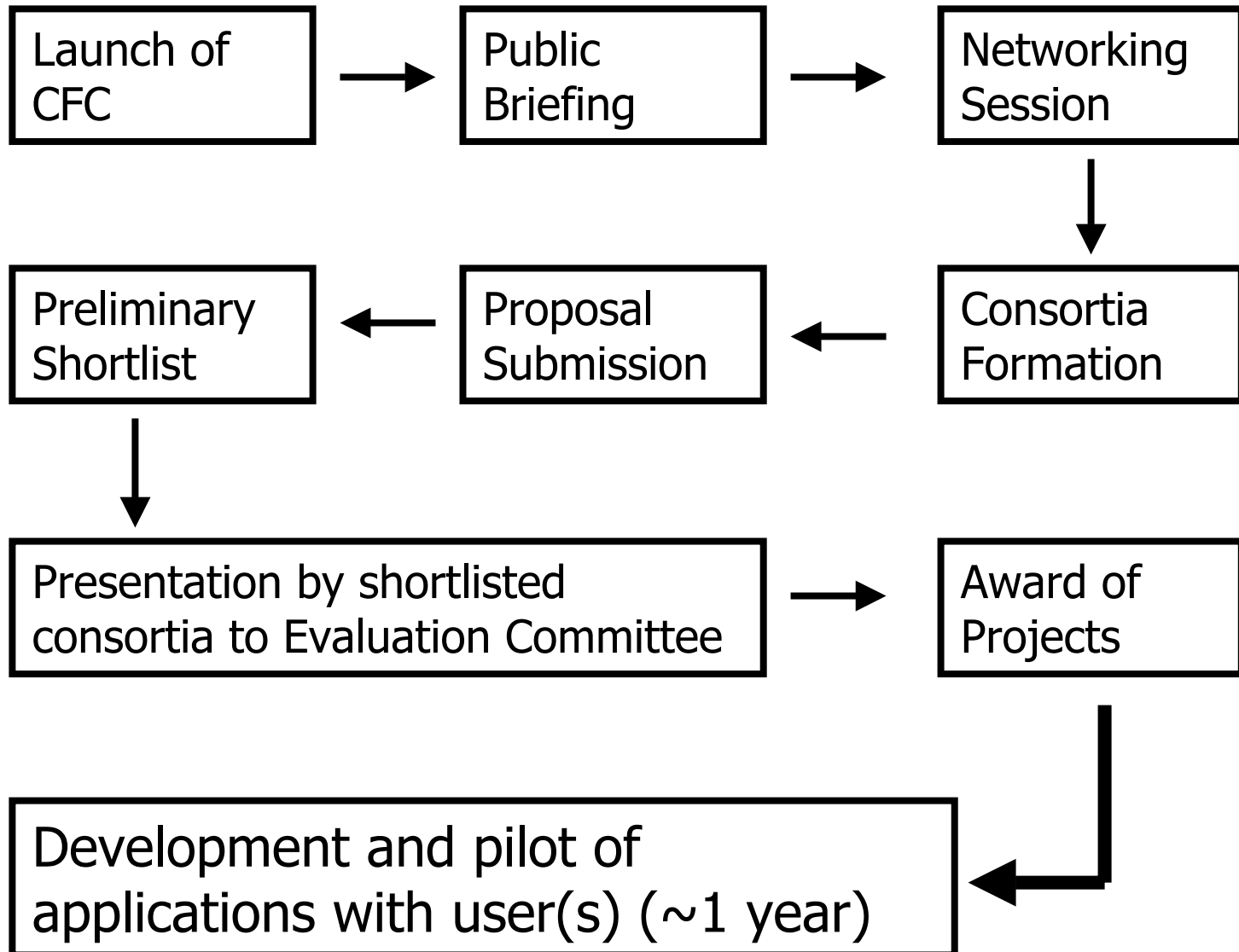
# Call For Collaboration (CFC)

## What is it

It is a series of activities ...  
organised by IDA ...  
to bring together relevant parties...  
to implement and adopt...  
wireless technologies & applications...  
for consideration of support by IDA

➔ It is a competitive process for co-funding

# CFC Process

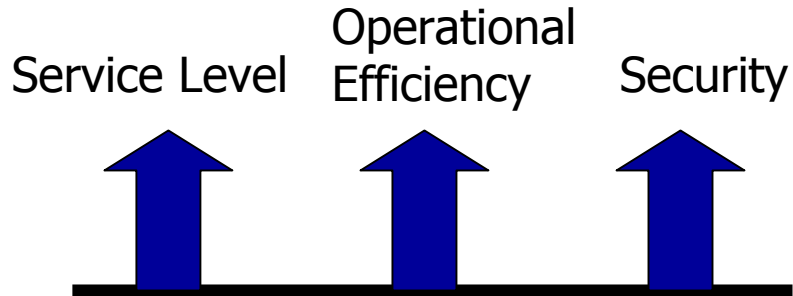


# Objectives of SAPT CFC

- Encourage companies to develop & pilot wireless applications that **enhance the competitiveness of Changi Airport**
- Encourage the travel & infocomm industries to jointly **explore business opportunities in mobile travel solutions**
- **Facilitate partnerships** between user companies, public agencies & technology providers

# What do we hope to achieve?

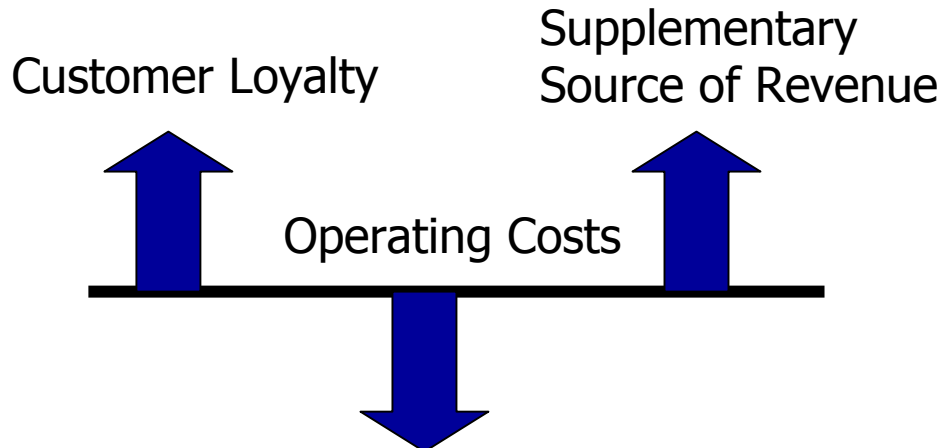
## AIRPORT



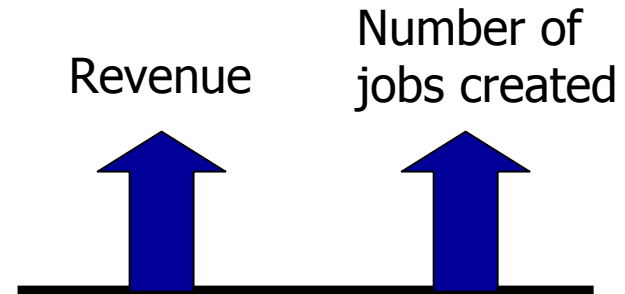
## TRAVELLER

Seamless, hassle-free experience across his entire journey

## TRAVEL COMPANIES



## CONTENT / TECH PROVIDERS



Catalyst for Change

# What do we hope to achieve?

AIRPORT

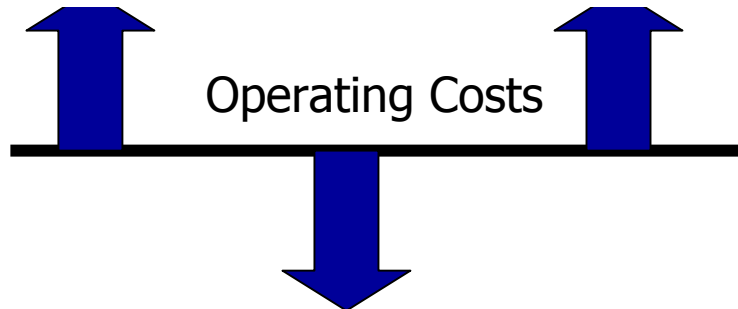
Service Level    Operational Efficiency    Security



TF



Custo



TRAVELLER

Seamless, hassle-

**PILOTS  
&  
TRIALS**

of  
ated



# Benefits of the CFC mechanism

## IDA can:

- Select best-of-breed solutions
- Assist with product/service marketing after pilots end

## Technology Providers can:

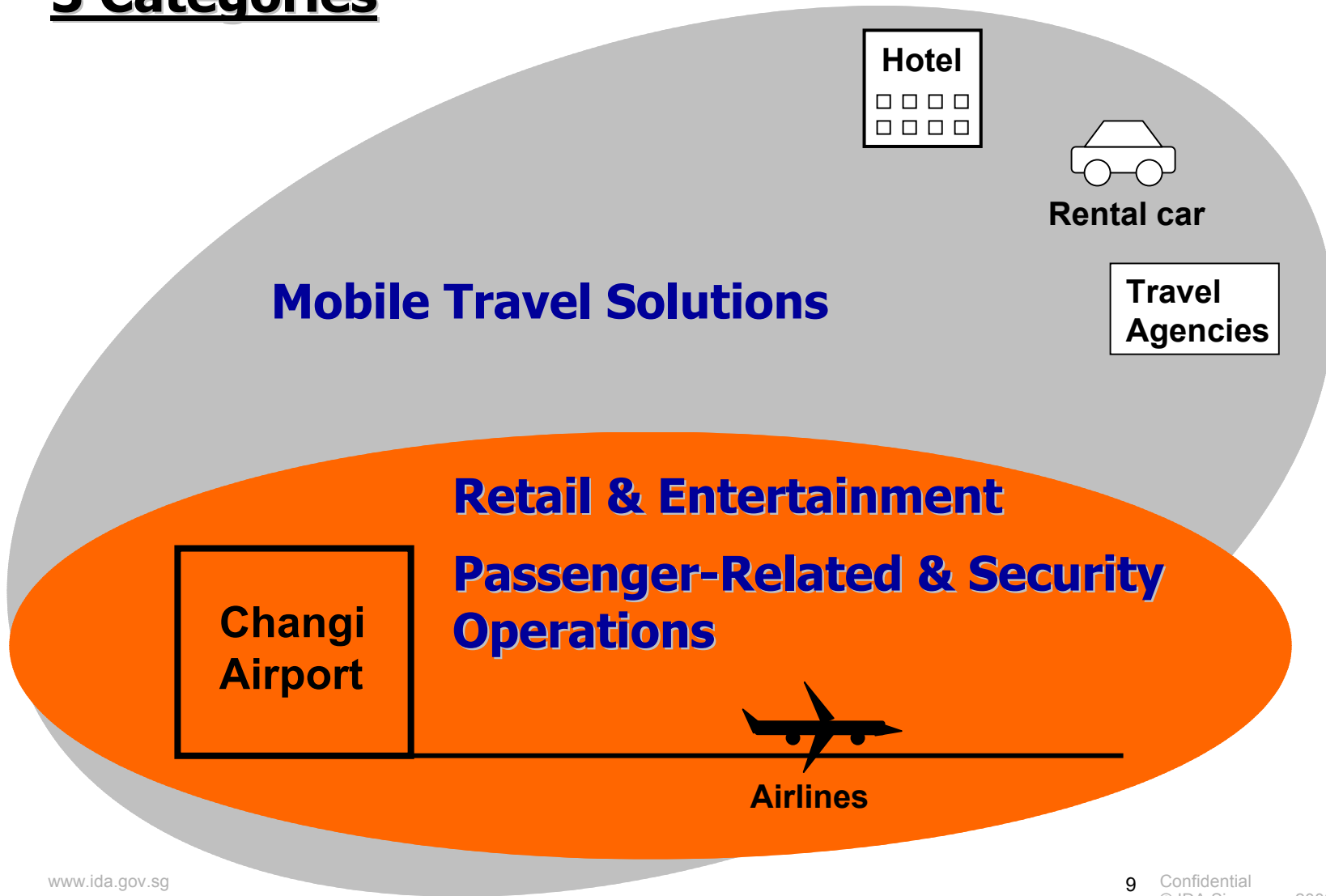
- Reduce costs, develop/transfer capabilities through partnerships
- Establish reference site (leverage on Changi Airport's international stature)
- Conduct rigorous trials with fast user feedback (leverage on Airport's high passenger volume, Singapore's high % of roaming traffic & mobile penetration rate, small size)
  - To aid in commercialisation & export of solutions

## User Companies can:

- Test the value of innovative applications at a subsidised cost
- Stay ahead of competitors

# Scope of CFC

## 3 Categories



# Cat. 1: Retail & Entertainment

**Wireless services that cater to passengers at the airport or in the plane.**

Examples:

- Mobile advertising & purchases of duty-free products for passengers in a hurry
- Interactive content system at the airport

# Cat. 2: Mobile Travel Solutions

**Wireless travel services that can reduce a traveller's hassle in each segment of his journey.**

Examples:

- Mobile check-in
- Flight re-bookings

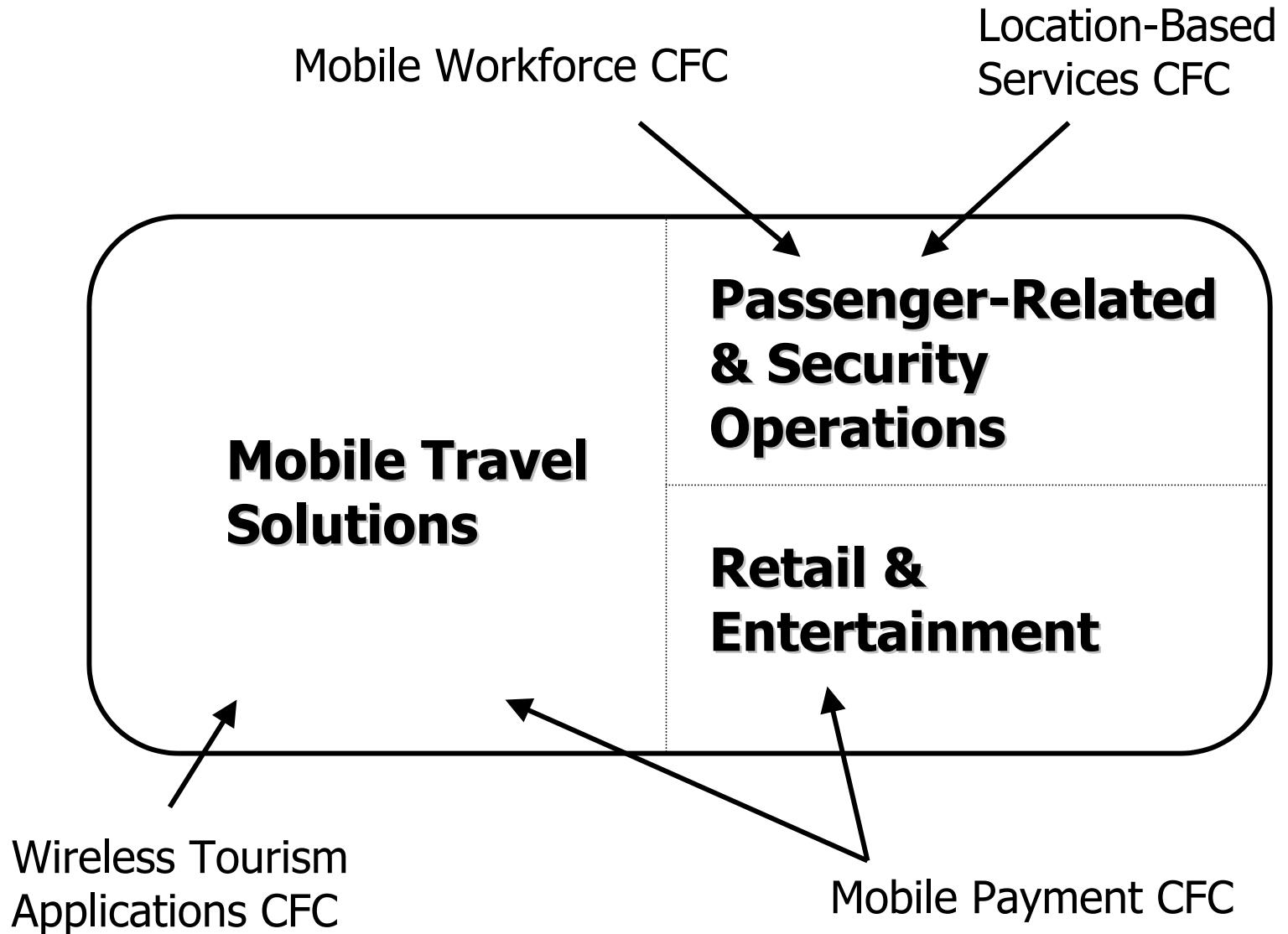
# Cat. 3: Passenger-Related & Security Operations

**Wireless applications that improve the efficiency of airport operations such that passenger waiting time is reduced, or enhance airport security.**

Examples:

- Mobile helpdesk
- Tarmac management
- Mobile screening
- Enhanced security coverage

# Scope brings together past CFCs



# Technologies & Communication Bearers

- Public networks (e.g. cellular, WLAN) preferred, especially for consumer applications.
- Proprietary data networks (e.g. IDEN, Mobitex) acceptable for security applications.
- Web services, biometrics or smart card technologies acceptable if they are necessary to deliver a complete (wireless) solution.

# Pre-requisites for Participants

- The consortium must consist of **at least one technology provider** registered in Singapore with the Registry of Companies & Businesses;
- The project must be **implemented** in Singapore;  
and
- The project must include all necessary partners to implement a **complete solution**.

# Other Selection Criteria

Includes:

- Extent of collaboration across the travel industry
- Whether applications work across multiple operators
- Innovativeness
- Security level of the system
- Application's ease of use
- Application's value to its users
- Feasibility of the business model & commercialisation potential

**Short-listed consortia will be required to make a 30-40 min presentation to an Evaluation Committee nominated by IDA.**

# IDA Support

- **Number of projects**

IDA aims to support 2 to 4 innovative projects in each of the 3 categories

- **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

# Roles of Partner Agencies

## (1) As Facilitator

### **Civil Aviation Authority of Singapore**

- Contact information of airport tenants
- Airport access
- Flight information data
- Airport layout

### **Immigration and Checkpoints Authority**

- System compatibility checks
- User & technical requirements of immigration clearance operations & systems\*

### **Singapore Police Force**

- System compatibility checks
- Airport security procedures\*

\* *On a need-to-know basis. Subject to security clearance of consortia.* 18

# Roles of Partner Agencies

## (2) As User

All 3 partner agencies may consider collaborating with companies to develop advanced applications that directly pertain to their operations at the airport.

Companies interested in forming a consortia with them should approach them **before the 18 July submission deadline** and submit a joint proposal to IDA.

# CFC Timeline

Date	Event
14 Mar (Fri)	Launch of CFC
03 Apr (Thu)	Public Briefing
14 Apr (Mon)	Registration Deadline for Networking Session
<b>17 Apr (Thu)</b>	<b>Networking Session</b>
17 Jul (Thu)	Last Day for Enquiries before Submission
<b>18 Jul (Fri)</b>	<b>Final Proposal Submission</b>
31 Jul (Thu)	Preliminary Shortlist
Aug 2003	Presentation by shortlisted consortia to Evaluation Committee
Sept 2003	Award of Projects

# Networking Session

## Objective

To allow interested parties to network and find partners for the purposes of this CFC

## Who should attend

User companies  
Content providers  
Technology providers

## When and where

17 April 2003, 9.00 am  
Suntec Singapore  
(Room to be disclosed on 15 April 2003)

# Networking Session

## Conduct of Networking Session

- There may be opportunity for a **5-min, 3-slide** presentation by companies who register:
  - 1<sup>st</sup> slide: Company background
  - 2<sup>nd</sup> slide: Core expertise
  - 3<sup>rd</sup> slide: Complementary partners sought
- CAAS, SPF & ICA will also be sharing their expectations.
- The full list of participants with contact details and presentation slides will be distributed to participants at the networking session.
- IDA is prepared to provide exhibition space.
- Presenters or exhibitors selected will be notified by **15 April 2003 (Tues)**.

# Networking Session

## How to Register

**Via email to [cfc@ida.gov.sg](mailto:cfc@ida.gov.sg).** To provide the following details:

- a) Company's name, website address, type (user, content or tech provider)
- b) Attendee's name, designation, email address, fax number, direct line, company main line, mobile(optional)
- c) 3 sentences describing company, core expertise and partners required (optional)
- d) Not more than 3 slides in Powerpoint format if you are interested in giving a presentation
- e) Whether your company wishes to book exhibition space and what you would like to exhibit.

Deadline for Registration & Slides: **14 April 2003 (Mon).**  
**Registration is compulsory.**

# Submissions

- 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**
  - **Calls for Collaboration**
  - **Smart Airport & Passenger Travel**
- All sections are *mandatory* and are to be filled in completely. IDA reserves the right to reject any incomplete proposal.

# Submissions

## COMPOSITION OF CONSORTIUM

- Appointment of a Consortium Lead
  - Manage the team & project
  - Main contact point with IDA
- Type I Organisations:
  - Directly incur costs
  - Claim costs directly from IDA, and such costs cannot be charged to other Type I organisations within the consortium.
- Type II Organisations:
  - Charge Type I organisations for provision of equipment or service
  - Do not intend to claim any project costs from IDA
  - Need not be part of consortium

# Submissions

- Submit one hardcopy and one CD-ROM softcopy of the Proposal together.
- Proposals are to be received by IDA no later than **18 July 2003 at 10 am**. Late submissions will **NOT** be entertained.
- All proposals shall be clearly marked as **“Smart Airport & Passenger Travel Call for Collaboration”**, Ref Number: **IDA (CFC)-008**, and addressed to:

Tender Box Number: 1  
Infocomm Development Authority of Singapore  
8 Temasek Boulevard  
#14-00 Suntec Tower 3  
Singapore 038988

# Conclusion

## Scope of CFC

Retail & Entertainment  
Mobile Travel Solutions  
Passenger-Related & Security Operations

## Critical Timelines

Networking Registration Deadline: **14 Apr**  
Networking Session: **17 Apr at 9 am**  
Submission Deadline: **18 July at 10 am**

## More Info

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

> Key Programmes > Calls for Collaboration >  
Smart Airport & Passenger Travel

Any enquiries, email: **cfc@ida.gov.sg** with  
subject: "SAPT CFC: <xxxx>"

# Thank

Sin\_Wun\_Yi@ida.gov.sg

Tel: +65 6211-0462

# You

INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE