

## **FACT SHEET (June 2011)**

### **Infocomm Experience Centre**

The Infocomm Experience Centre (iExperience) aims to bring about the possibilities and benefits of Next Generation (Next Gen) services and the Next Generation Nationwide Broadband Network (Next Gen NBN) to the public and businesses. The interactive and engaging exhibits are designed to educate visitors via hands-on experience the possibilities presented by Next Gen NBN, including possible next gen services leveraging next gen technologies that encompass our daily lives.

Located at the heart of the city in Esplanade Xchange, the centre presents a range of functional yet fun services and applications for businesses, consumers, Government and overseas visitors.

#### **An Experience for All Users**

Through guided or self-discovery tours, iExperience will demonstrate the possibilities of Next Gen NBN to enterprises for business adoption, and to consumers for use in their daily lives. Depending on each visitor's interest and background, the guided tour format provides visitors an in-depth knowledge and experience. The self discovery format allows visitors to walk through the centre and try out the exhibits on showcase, at their own pace.

Target audience of iExperience include:

- Enterprises: MNCs and SMEs, across all industries
- Consumers: Students, adults and elderly, across all ages
- Government Agencies: Ministries, Organ of States, Statutory Boards, across all national organisations
- Foreign Visitors: Foreign Dignitaries and potential investors, across all nationalities

#### **Live, Work, Learn, Interact**

Four major themes surround the iExperience, which relate closely to our daily lives in the areas of live, work, learn and interact. Some examples of services in each theme include:

i. **Live**

Regardless of age, everyone in the home can benefit from enhanced interactivity and collaboration to live better and more comfortably. As homes get ready to be connected to Next Gen NBN, everyone will be able to enjoy richer media delivery, seamless communication, as well as networked equipment and applications. Within this theme, visitors can explore various networking solutions for their homes which they can have hands-on experience. Visitors can experience new exhibits like catch-up television, home automation, and live interaction with friends and loved ones through the television

using Cisco's umi or Skype. There will also be a showcase on how one can set up an area to work from home.

Visitors are not only able to interact within iExperience, but can also chat with patrons outside iExperience at Red Mango, a yogurt outlet across iExperience via Skype on TV.

ii. Work

Businesses from every industry can harness the possibilities enabled by the ultra high speed optic fibre network to enhance their services and create new opportunities. Employees can benefit from enhanced interaction, collaboration and training without leaving the office. In all facets of work, businesses will be empowered to create better business value, attain greater efficiency and achieve increased productivity through office solutions like unified comms and telepresence. As today's business world gears towards cloud-based services, visitors can understand better the tangible benefits of such scalable platforms, resources and services at iExperience. As part of the "cloud" experience, visitors can view their pictures taken and rendered real-time onto a moving image of a bus in a video.

iii. Learn

Creating an enriching experience in learning, the innovative use of infocomm will meet the diverse needs of learners. Next Gen services will enrich the learning experience through rich media content and empower learners to leverage various ICT tools for collaborative and self directed learning. Visitors can try the new interactive multi-touch tables and the educational applications that make learning fun.

iv. Interact

No matter where we live, where our family members or friends may be, high speed connectivity and innovative infocomm applications will bring people together. It overcomes physical distance for an 'almost present' interaction, changing the way we interact and connect with people.

With a 3D photo booth and a 3D video-making corner, visitors are now able to live the action by creating a 3D video and seeing themselves on a 3D TV.

Visitors can also experience a unique graphic visualisation of digital data collated through the activities of Singaporeans through the Smart City initiative - "Senseable City". It presents a different perspective of Singapore's urban dynamics.

## Experiential Trails and Home Networking Clinic

In addition to the exhibits, visitors can now take part in different experiential trails for a more fulfilling learning experience through interactive infocomm applications and services. Visitors can also learn more about home networking options and solutions with live question and answer sessions through the home networking clinic at assigned time slots.

## Location and operational hours

iExperience is situated at Esplanade Xchange, along the shortest linkway between Raffles City and Suntec City. It is opened from 10am to 8pm daily. Admission is free.

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