

Announcement on IDA New Initiatives

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IDA Initiatives 1 - Lighthouse Series 2010

Lighthouse Series 2010

**Informative broadbased
sharing sessions**

Forums

Lighthouse Series 2010

Specialized Tracks

**In depth knowledge
building on functional
capabilities**

Thematic Workgroups

**Focused discussion around
new ecosystems to create
new opportunities**

> More focused programmes and activities for specific segments



Lighthouse Executive Conference

Powering Infinite Possibilities



> **When**

- Q1, 2010

> **Who Should Attend**

- Company decision makers
- CEOs, CTOs & Managing Directors of IT, Infocomm & Media companies

> **What is it About**

- Leading industry players from IT, Telecommunication and Media sectors sharing on how Next Gen NBN could impact their business

> **Event Attendees**

- By Invite only, interested RSPs may email request to broadband@ida.gov.sg

IDA Initiative 2 -

BEACON

Bringing Enterprises And Consumers on Next Gen NBN

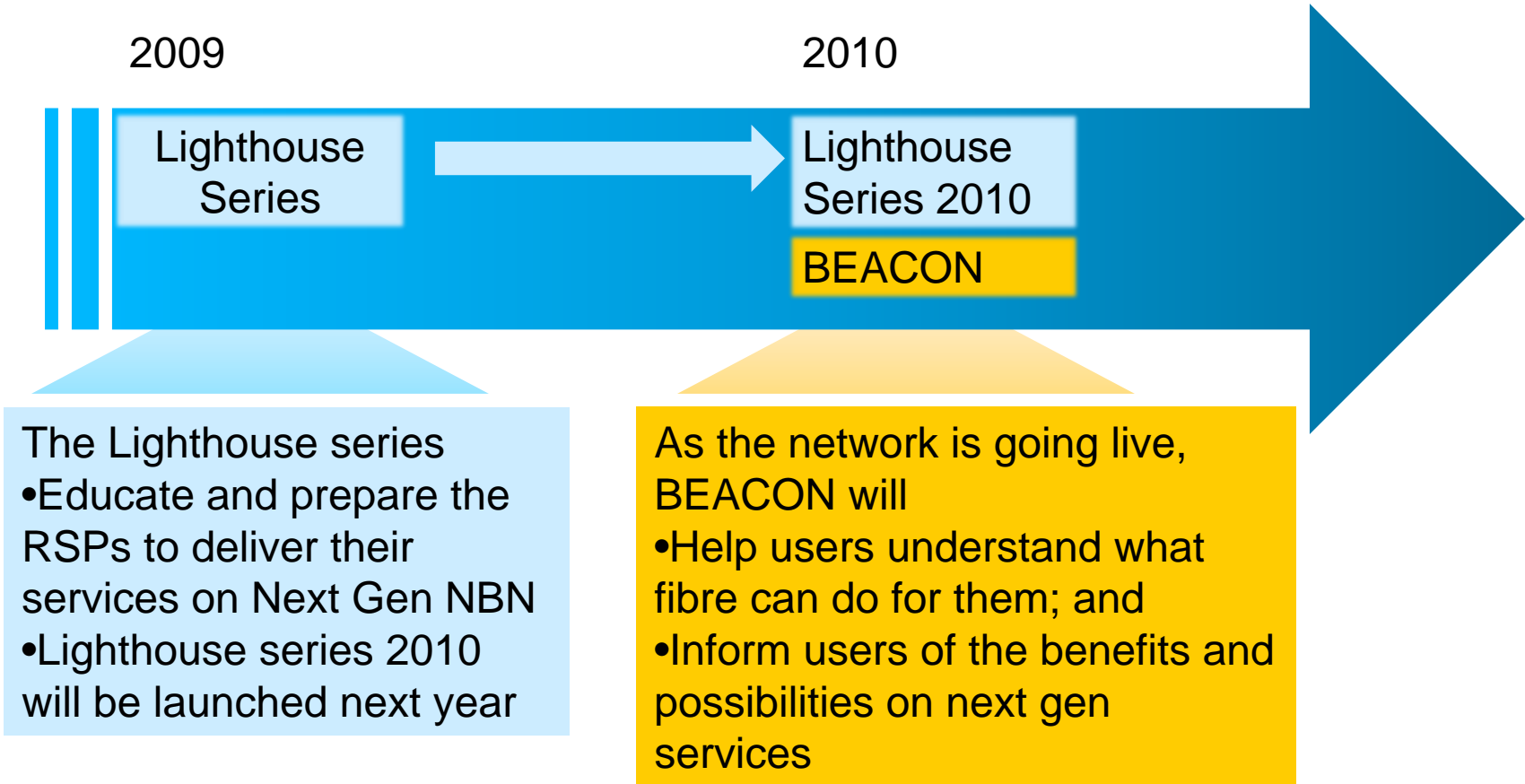
Objectives of BEACON

Encourage Adoption & Sophisticated Use of High Speed Connectivity



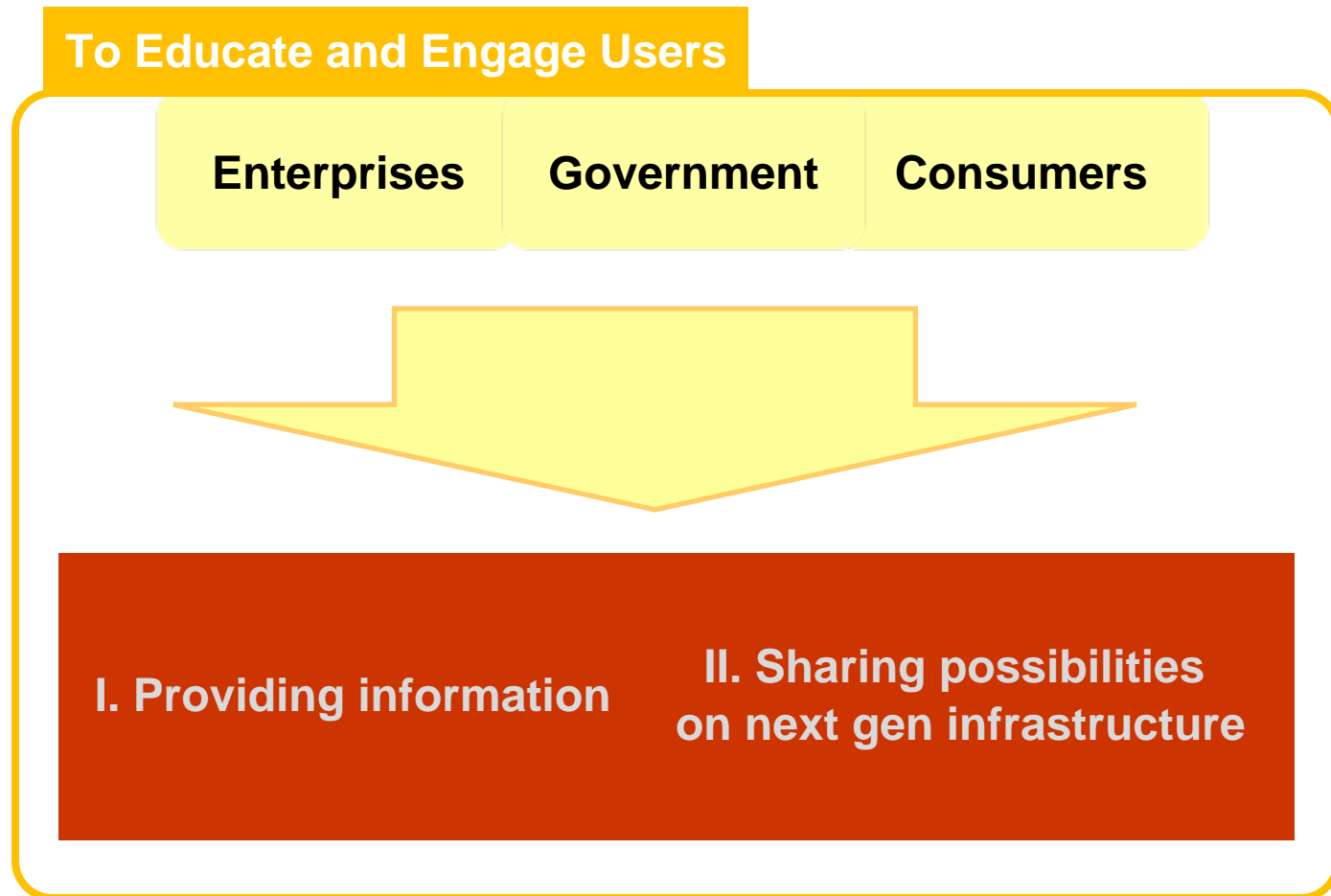
From Service Providers to End-Users

Continuing the Next Gen NBN Journey



BEACON is

A series of briefings, workshops and events



Sector Specific Briefings and Thematic Workshops

Target Audience

- > **Enterprises from various sectors**

What the briefing is about

- > **Sector Specific Briefings**
Addressing sector specific needs
- > **Thematic Workshops**
Addressing common needs and demonstrating real solutions

Possible sectors and topics

- > **Construction, retail, media, SMEs ...**
- > **Software-as-a-Service, HD Video Conferencing, Homeshoring ...**

Briefings and Workshops

Target Audience

- > **Ministries and agencies**

What the briefing is about

- > **Briefings & Technical Workshops**

Providing information and possibilities

- > **Thematic Workshops**

Addressing common needs and demonstrating real solutions

Possible topics

- > **Smart Training, Homeshoring, Collaboration Tools, Alternative channels to reach out to citizens...**

Opportunities to Reach Users

- > **Solution providers as speakers for events**
- > **Customers to share their experience**
- > **Sponsors to showcase solutions**
- > **Work with IDA to include elements of BEACON in your events**

To indicate your area of interest,
Email to: services@ida.gov.sg
Subject title: “**BEACON for Government/Enterprise/Consumer**”
before 29 January 2010

IDA Initiative 3 - Next Gen Services Experience Centre

imbX 2009 Showcase

Interactive Digital Signage



IPTV



Remote Multi-screen HD Video Surveillance



Telemedicine



High speed 3D Video Rendering



i-Kiosk



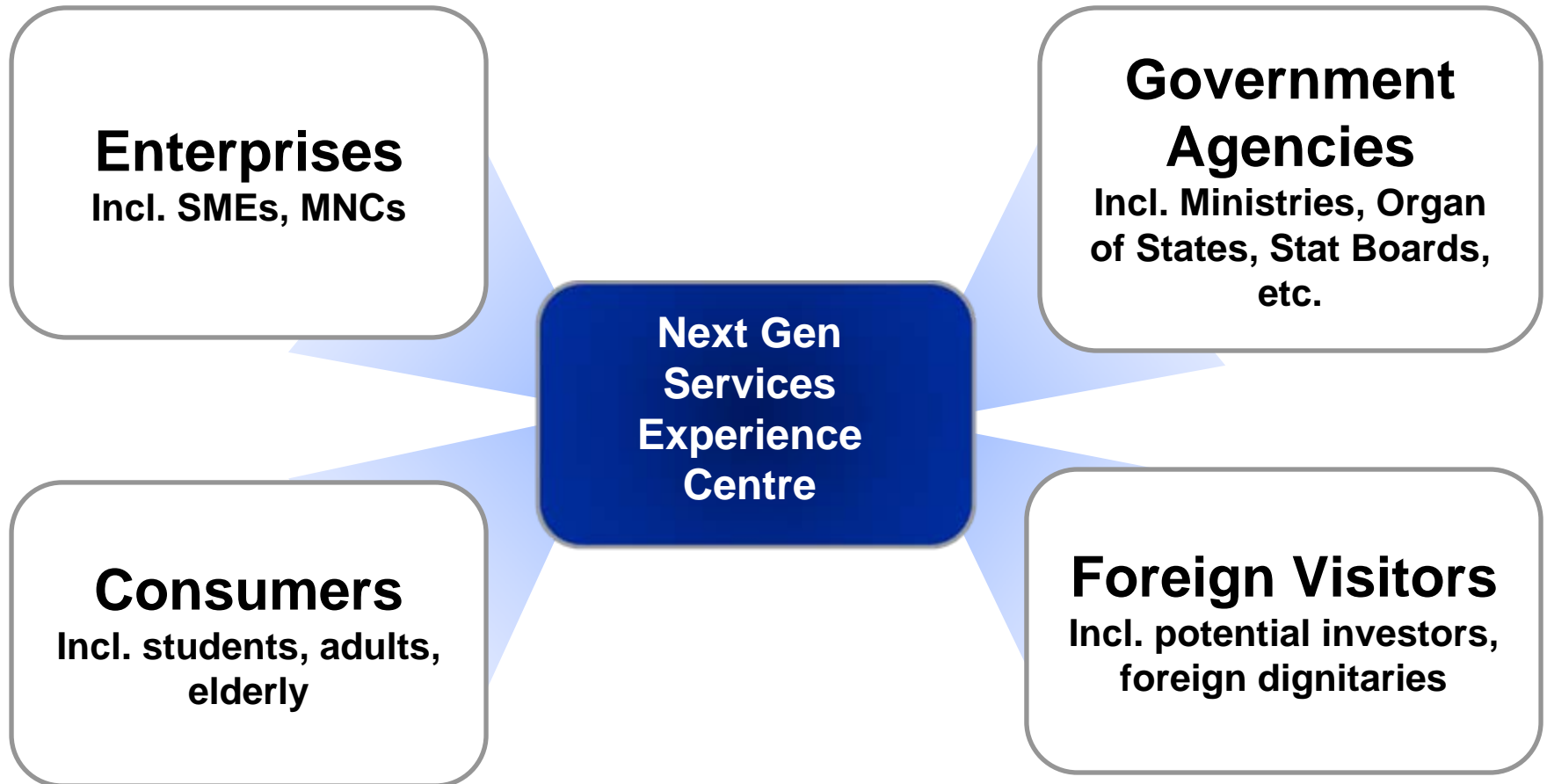
Objectives of Experience Centre

Inform the public and businesses about the possibilities and benefits of Next Gen NBN and next gen services

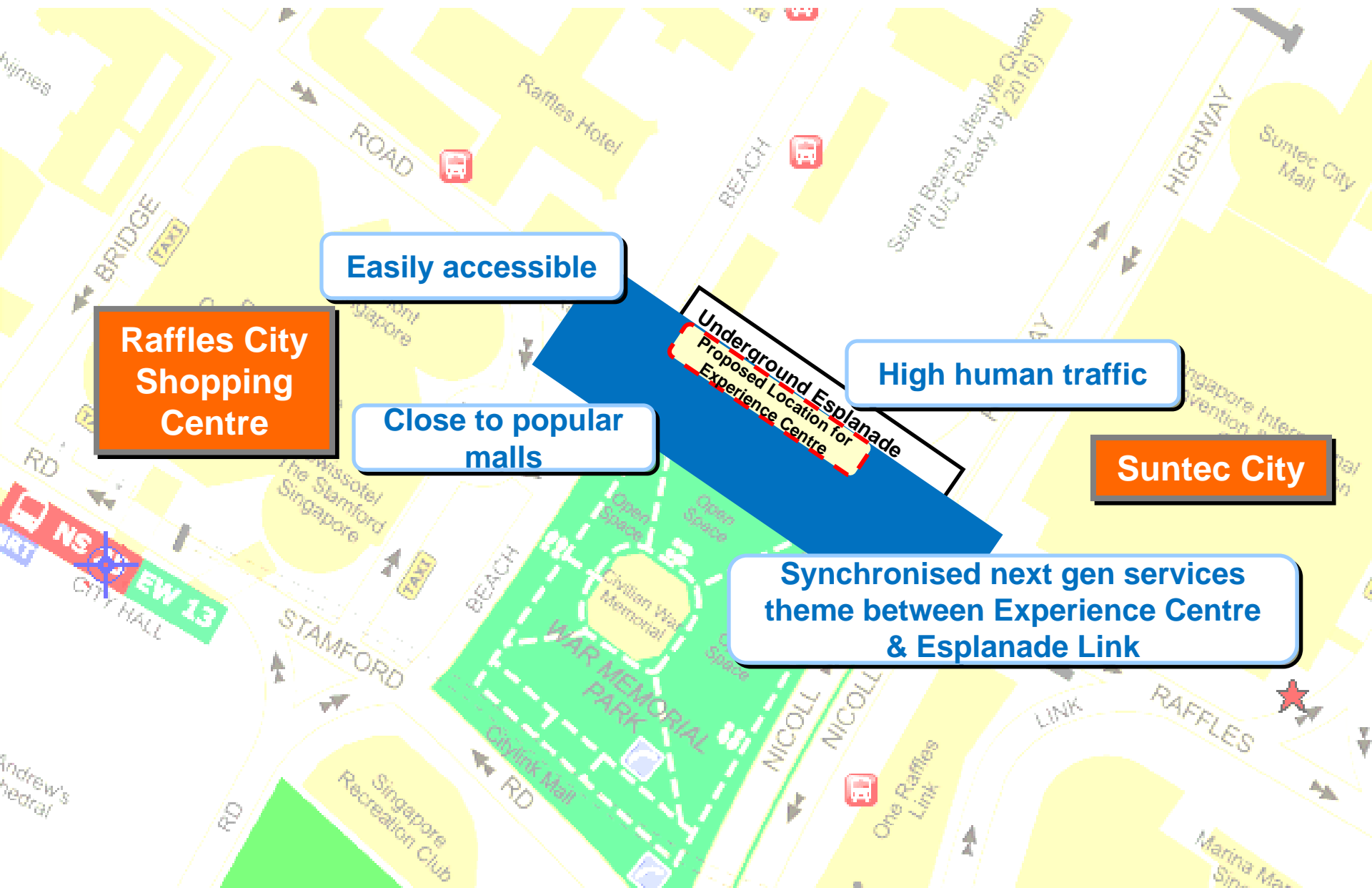
Excite them via hands-on experience about the possibilities and benefits of next generation services

Increase their readiness to support the roll out of Next Gen NBN

Target Audience: Everyone



Location: Strategic in Vibrant District



Easily accessible

Raffles City Shopping Centre

Close to popular malls

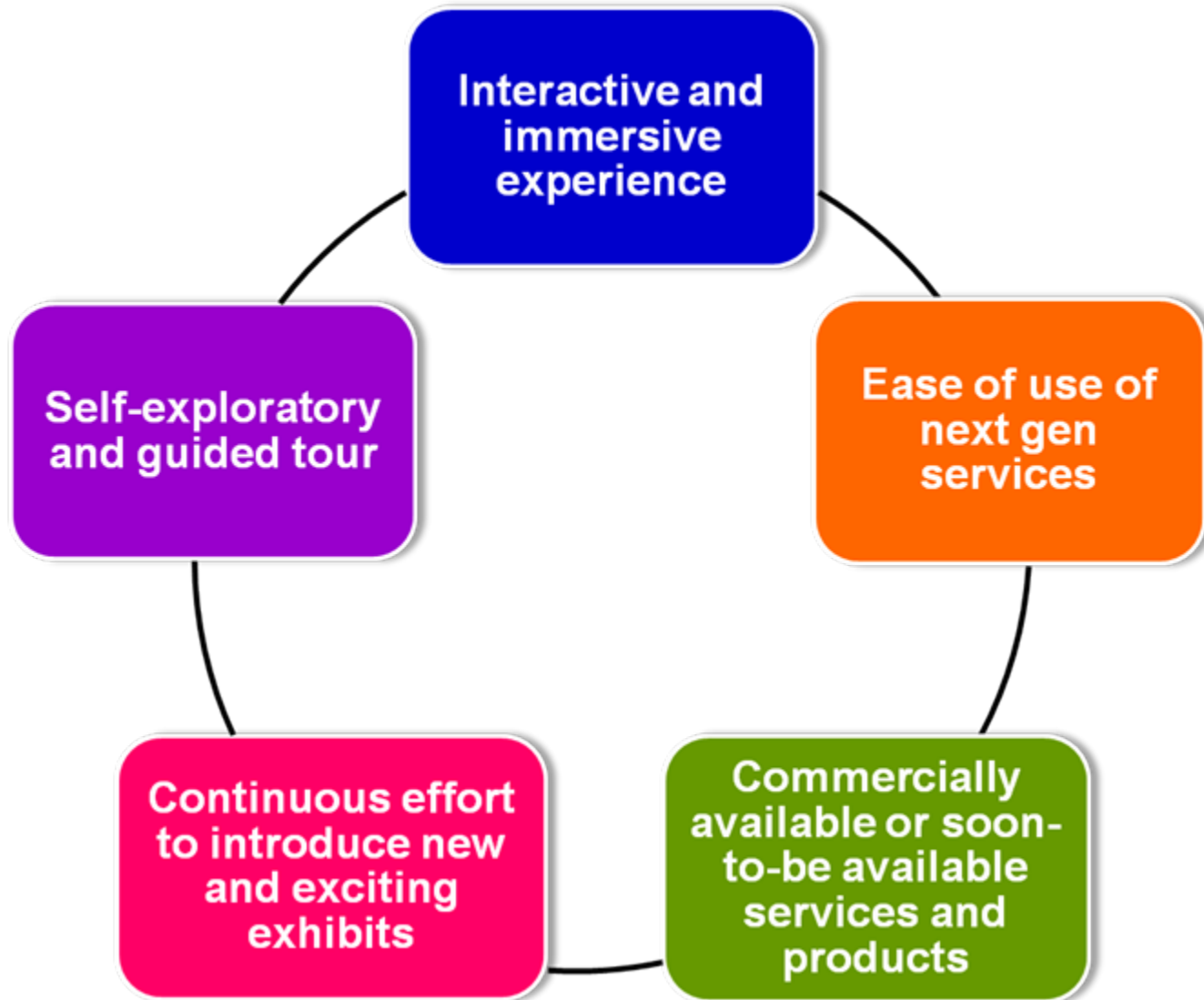
High human traffic

Suntec City

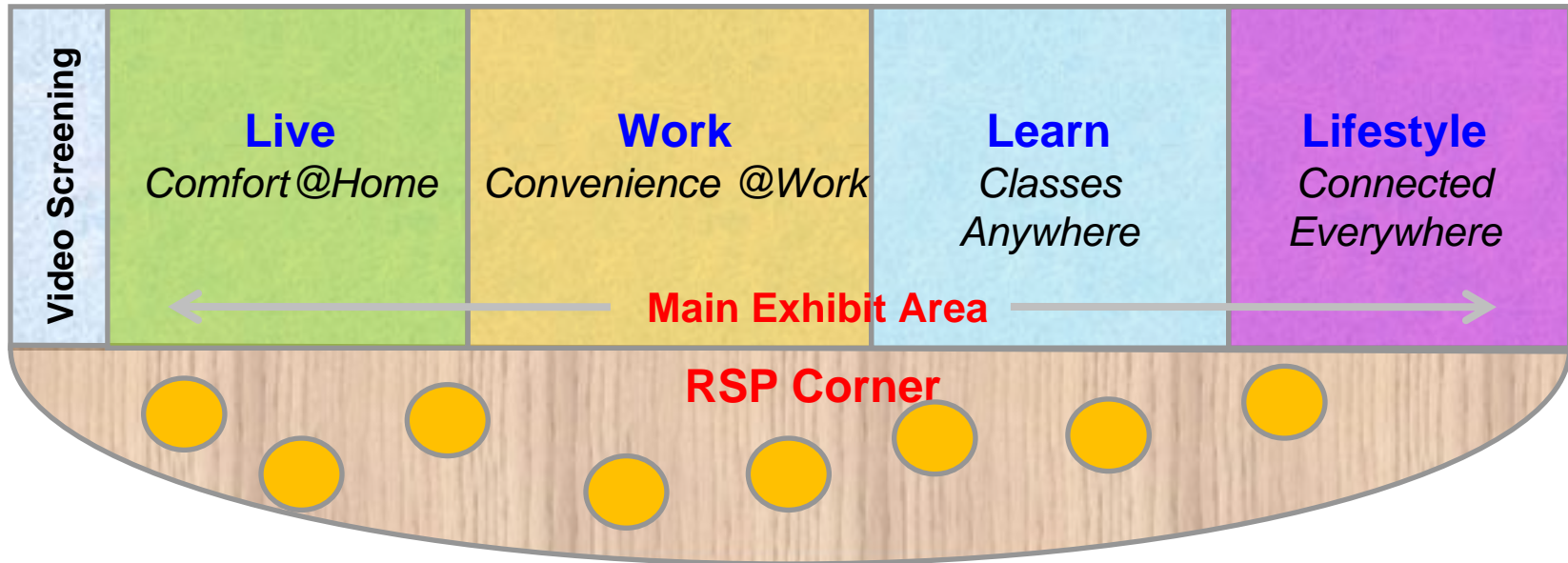
Synchronised next gen services theme between Experience Centre & Esplanade Link

Underground Esplanade
Proposed Location for Experience Centre

Concept of Next Gen Services Experience Centre



Opportunity for Industry to be part of Experience Centre



Proposed Themes and Layout

Main Exhibit Area is the area to showcase the possibilities of NGNBN and next generation products/ services by ICT industry players.

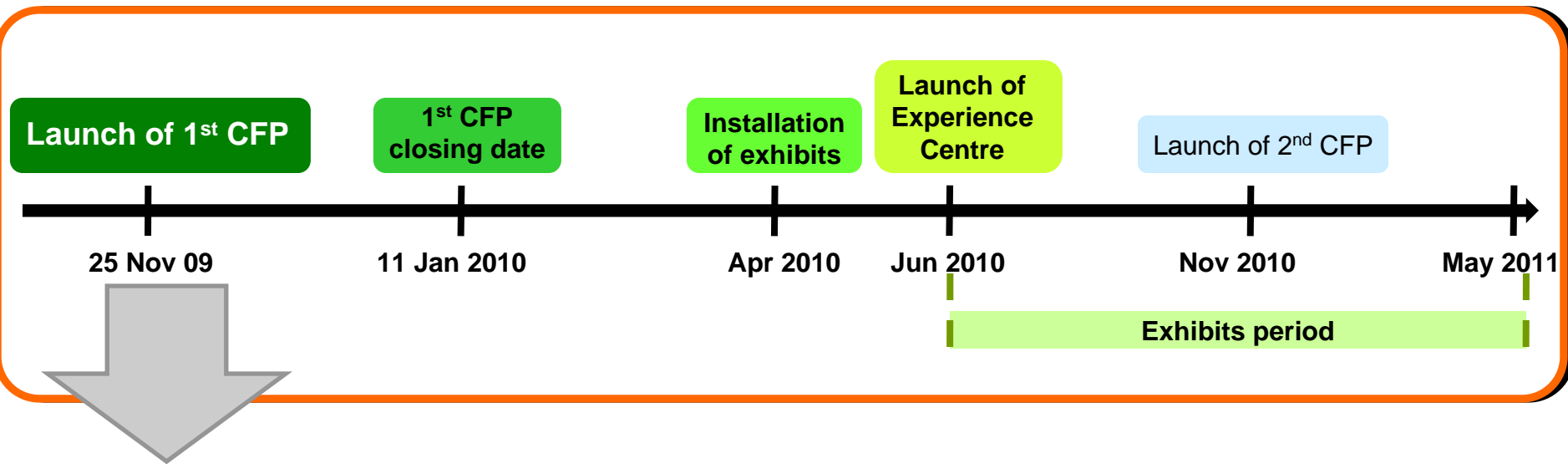
RSP Corner is the area where selected next generation service providers or equipment vendors will promote and retail Next Generation Nationwide Broadband Network, services and devices.

Value to Selected Partners

- > **Services, applications or products to be displayed at the Main Exhibit Area for 6 to 12 months**
- > **High visitorship expected**
- > **Priority of leasing space at RSP Corner when their exhibits are being showcased at the Main Exhibit Area**
- > **Infrastructure will be provided by IDA for the industry to showcase their products and services**

Exhibits @ Experience Centre

Call for Participation (CFP)



- > CFP Submission Proposal Format
 - Available on Next Gen NBN microsite, www.nextgennbn.gov.sg
- > Clarifications
 - All clarifications regarding CFP, please email to services@ida.gov.sg
- > CFP Submission Date:
 - 11 Jan 2010, 12 noon

Thank you