



FOR IMMEDIATE RELEASE

**SITEX 2006: Delivering an all-new,
enriching consumer digital experience**

Singapore Expo Halls 3 & 4

30th Nov – 3rd Dec 2006

Singapore, 30 November 2006 - SITEX, the premier launch pad for the latest IT technologies built around the consumer buzz culture, is not just open to the public, it is also aimed explicitly at them. SITEX is purposefully timed just before the start of the holiday shopping season so consumer technology companies can prime the promotional pump.

The event will be showcasing leaders from consumer electronics, digital technology and the video game industries, amongst others. Headliners such as Microsoft, Apple, Acer, Brother, BenQ, Dell, IBM, Harvey Norman, LG, Pioneer, Fujitsu, and Toshiba are amongst more than 500 exhibiting and sponsor companies that will be previewing their latest products, online services, and new videogame releases.

Key Highlight

Your Digital Playground pavilion is this year's anchor highlight of SITEX with the goal of uniting technology and consumers in a fun environment. The 1,000 sqm thematic pavilion brings manufacturers, content providers and consumers together to illustrate what is possible through the convergence of digital technology.

Built to resemble a playground with cool name-sounding clusters such as *Awesome Animation*, *Pixel Perfect*, *Beats & Blurbs*, *Let's go HD!* and *Games Galore* (Refer to Appendix 1 for details). *Your Digital Playground* pavilion will feature a good representation of companies that are at the forefront of today's digital media content and services such as games, animation, high definition technology and more. Some of the heavy hitters include Lexmark, Canon, Pioneer, Intel, SPH, and Mediacorp. A number of local companies and schools such as Animate, Eyepowergames, ACP Computer, NTU Siggraph, Singapore Polytechnic, Temasek Polytechnic and Nanyang Polytechnic will also promote their innovative tools and services. Student ambassadors will be on standby to guide visitors at the pavilion for an interactive hands-on experience to appreciate the benefits of digital media for work, learning or play.

In addition to discovering novel merchandise and irresistible deals, visitors can bolster their savviness and learn from the experts at *Your Digital Playground* pavilion, who will be on hand to walk them through their digital woes. Companies such as eBay, 3D Sense and others will also be offering special classes, which include teaching visitors to leverage the power of the Internet to do business and create flash animation.

Ms Pam Hu, Director, Community and International Relations, Media Development Authority of Singapore (MDA), said: "All media becomes multi-faceted as a result of convergence. Content and services are overflowing and at the same time consumers thrive in this environment and are increasingly calling the shots in today's converged media environment: They personalise their own music playlists and create their own flipbooks. The Generation-M create their own content, mix and share them on an explosive number of social and community networks. No longer a captive, mass media audience, today's media consumers have become prosumers in producing content; they are different, demanding, and want distinction.

"This rise in user-generated content and new digital landscape has also meant that media has become such a pervasive force in our everyday lives that it has become a lifestyle. Just as the playground was a mainstay in the childhood of

many people, through *Your Digital Playground* pavilion, we want to demonstrate how technology and media can be fused to offer a seamless and interactive digital media lifestyle experience, which is easy, fun, and engaging for all visitors.

Other Highlights

Besides *Your Digital Playground* pavilion, SITEX will feature two new themed segments - Mobile Communications and Photo Imaging – to offer consumers more variety in the digital horizon (Refer to Appendix 2 for details).

And for the first time, close to S\$1 million worth of lucky draw prizes are up for grabs at the show!

Rising Visitorship

“From a humble visitorship of 143,000 in 2000, the appeal of SITEX has grown to an overwhelming 632,000 visitors over four days last year. SITEX is a proven platform that provides access to key demographics such as tech enthusiasts, gamers, women, families and the M-generation,” said Colin Chow, Executive Director, SiTF.

“This year, we have partnered with the MDA to provide a more experiential involvement for our consumers who are now more demanding. Technology is changing the face of entertainment and education and through *Your Digital Playground* pavilion, we want to reflect how SITEX is not just another IT show but one with a difference – showcasing the eclectic mix of digital media technologies. We look forward to building on the success of SITEX over the years and delivering a more exciting and influential event in 2006.”

SITEX 2006 is organised by Singapore infocomm Technology Federation (SiTF), supported by the Media Development Authority of Singapore (MDA) and managed by Singex Exhibitions Pte Ltd. For more information, please visit www.sitex.com.sg.

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About Singapore infocomm Technology Federation

The Singapore infocomm Technology Federation (SiTF) is Singapore's premier infocomm industry association. It brings together almost 400 corporate members from MNCs and local companies. Collectively, our members account for over 80% of the industry revenues. The SiTF assists our members in business development, market intelligence, overseas trade missions, networking and alliances.

SiTF has eight chapters under its wing -- Best Sourcing, Digital Media, eLearning, eGovernment, Singapore Enterprise, Security & Governance, Service Oriented Architecture (SOA), and Wireless.

SiTF also owns and manages the S\$3 million Singapore Solutions Centre (SSC) in Shanghai, China, to give local infocomm companies a foothold into the China market.

For more information on SiTF, please visit www.sitf.org.sg.

About Media Development Authority of Singapore

The Media Development Authority of Singapore (MDA) was formed on 1 January 2003 to champion Media 21, a blueprint to transform Singapore into a global media city. Media 21 seeks to create a vibrant media environment by establishing Singapore as a media exchange, exporting Made-by-Singapore content, internationalising local media companies, nurturing local media talent and developing digital media. More information on MDA can be found on www.mda.gov.sg.

About MediAction!

MediAction! is a year-round public outreach initiative organised by the Media Development Authority (MDA), with our partners, to inspire Singaporeans to discover the benefits and possibilities that media can offer for work, learning or play. MediAction! offers all Singaporeans the opportunity to learn more about the media and upgrade their media literacy skills through participation in fun and engaging events. For more information on MediAction!, visit www.mda.gov.sg/mediaction

About Singex Exhibitions Pte Ltd

Singex Exhibitions Pte Ltd (formerly known as PSA Exhibitions Pte Ltd) was formed to manage exhibitions, conferences and seminars. It offers professional event and exhibition management services to trade associations and other organisations which includes a comprehensive array of support services required in producing, organising, marketing and administering an event.

Singex Exhibitions has an experienced team of professionals involved in the management of consumer and trade show across a diverse portfolio of industries such as Furniture and Retail, Infocommunications and IT, Automotives, Maritime and maritime defence, Urban Planning and City Development, and Lifestyle. Events being organised by Singex Exhibitions include SITEX, Asia Pacific Maritime, IMDEX Asia (International Maritime Defence Exhibition & Conference), Global Security Asia, Wine for Asia, Big Boyz Toyz, Fitness Asia, Labels Asia, Intimate Asia, Women Expo, Asian Children's Festival, Climbing World Cup, and the Singapore Buskers' Festival.

Singex Exhibitions is a member company of Hazeltree Holdings Pte Ltd, a wholly owned subsidiary of Temasek Holdings. For more information, please visit: www.singexexhibitions.com.sg.

Issued by Singex Exhibitions Pte Ltd on behalf of Singapore infocomm Technology Federation (SiTF)

Appendix 1

Preview of Your Digital Playground pavilion @ SITEX

Exhibitor	Activity	Spokesperson
<p>Games Galore Trace the history of games and learn about the different genres and platforms. You can also experience innovative ways of playing games and find out about games courses available at institutes of higher learning.</p>		
iCell Network	Be connected anytime, anywhere. Surf the net, play games, download comics, read the papers and even experience voice over IP! All these and more when you sign up for free wireless Internet access with I-Cell through the wireless@sg initiative.	Eric J Zoetmulder Chief Operating Officer Email : eric@icellinetwork.com Tel : 6773-4284
Intel	Blast your way through and take part in mini-tournaments for games such as Counter-strike and WarcraftIII. Who knows you may just become just as good or even better than Team XQR or True Sen Joom (True).	Shirley Lim Channel Account Manager Singapore Channels Sales Email : shirley.t.lim@intel.com Tel : 6213-1329
Singapore Polytechnic	Beyond playing Singapore Polytechnic's Dark Dungeons Reloaded PC Game, or the Puzzle Bloopers Handphone Game, why not consider game as a career and sign up for a Diploma in Games Design and Development?	Mr Foo Chun Choong Lecturer - School of 3E Email : ccfoo@edu.sg Tel : 9160-7264 (Handphone) 6772-1710
Temasek Polytechnic	Use your voice to steer a tank or wave your hands to move a tetris block. Now you don't need controllers or joysticks to play games. Try out innovative ways of playing games.	Mr Peter Choy Hoe Yun Manager, Email : pchoy@tp.edu.sg Tel : 96549778 (Handphone)
Nanyang Polytechnic	View animation demo reels and play web-based flash games developed by students for students. Interested to learn how you too can create such engaging games - why not enrol for the Diploma in Digital Media Design?	Mr Ng Kian Bee, Dy Director (Games and Digital Entertainment), Email : Ng_Kian_Bee@nyp.gov.sg Tel : 6550-1603
iCell Network	Be connected anytime, anywhere. Surf the net, play games, download comics, read the papers and even experience voice over IP! All these and more when you sign up for free wireless Internet access with I-Cell through the wireless@sg initiative.	Eric J Zoetmulder Chief Operating Officer Email : eric@icellinetwork.com Tel : 6773-4284

Exhibitor	Activity	Spokesperson
Beats & Blurbs Publishing content or creating music is no longer just for the pros! You can download useful digital news, compose digital music and print fun tattoos.		
eBay	Learn how to make money from customers who are trawling for the best deals online.	Ms Yap Lee Yee Senior Manager Market Development, Email: lyap@ebay.com Tel : 6510-4599
Lexmark	Today's printers are beyond printing reports. Find out how you can use printers to print fun tattoos, fridge magnets and even customize your own calendars!	Loh Teck Heng Country Manager - Singapore Email: thloh@lexmark.com Tel: 6213 987
NTU Siggraph	Love graffiti? Now is your chance to tap your creative juices and be amongst the first to contribute to the largest graffiti display in SITEX.	Mark Chavez Assistant Professor, NTU Email: mchavez@ntu.edu.sg Tel: 63168827
SAE Institute	Be your own DJ like Don Richmond for the day and learn to compose, create and mix digital music and sounds.	Alexander Gehrig Manager SAE Institute Singapore & Assistant Regional Director Asia Email: alex@sae.edu Tel: 63334384
Singapore Press Holdings	Keep yourself updated while on the go by downloading breaking news or digital content for free via blue tooth.	Ms Elaine Chia Head of Circulation Marketing Email :echia@sph.com.sg Tel : 6319-1696
Tech 3C Ventures	Create your own wallpapers, ringtones, screensavers, videos, and stand to win great prizes through the MobileCreatives Contest.	Cedric Chong Business Development Manager Email: cderic.chong@tech3c.com Tel: 68362469

Exhibitor	Activity	Spokesperson
Awesome Animation Try your hand at creating animations and special digital effects. You will be surprised how easily it can be done		
Animagine	Discover the different types of animations available and try your hand at stop-motion animation which is behind the magic of movies such as Wallace and Gromit.	Ho Wei Siong Director Email: weisiong@animagine.com.sg Tel: 62898521
Eyepower Games	Ever dreamed of becoming a news anchor like Martin Soong or Christine Tan? Now you can! Record a news video using the NewsMaker	Benson Loo CEO Email: benson@eyepowergames.com Tel: 97656836

	software and be instantly transformed into a star news anchor.	
Peripheral Solutions	Bring your favourite comics and manga characters to life using Wacom's first bluetooth tablet in Southeast Asia.	Angela Lim Channel Manager Email: angela.lim@persol.com.sg Tel: 6285-7257
NTU Siggraph	Get a dose of artificial intelligence and see how avatars can transform your virtual experience.	Mark Chavez Assistant Professor, NTU Email: mchavez@ntu.edu.sg Tel: 63168827
SAE Institute	Ever wondered about the amazing special effects in movies such as the Matrix or how they are done? Now, you have the chance to be the next Nickson Fong and create cool special effects for films and videos.	Alexander Gehrig Manager SAE Institute Singapore & Assistant Regional Director Asia Email: alex@sae.edu Tel: 63334384
Starvision Information Technology	Inspired by the cooking demonstrations on the Asian Food Channel and other culinary shows? Now you can be your own celebrity chef with a little help from the Butler & Chef software.	Jason Lim Managing Director Email : jasonlimke@starvisionit.com Tel: 62934828 ext 228
3dsense Media School	Did you know you no longer need to pay to download ringtones? Now you can customise your mobile phone by creating your own wallpapers, ringtones, screensavers and videos for free.	Damien Lim Director Email : damien@3dsense.net Tel : 9459-8681

Exhibitor	Activity	Spokesperson
Pixel Perfect Discover how digital broadcasting technologies can benefit your life, giving you more edutainment choices.		
MediaCorp TV	You can catch your favourite TV programmes anytime, anywhere with MOBTV across all three Internet-enabled platforms – PC/laptop, portable media player & TV.	Jaime Ng Senior Multimedia Manager Email: jaimeng@mediacorp.com.sg Tel: 6350-3402
Pioneer	Judge for yourself the cinematic quality between 1280x720 for high definition and 720x576 for standard definition. You will also be amazed at the crystal clear sound quality of high-definition	Ms Shiho Mori Senior Assistant Manager Email : shiho_mori@pioneer.com.sg Tel : 6378-7757

	technology for a multi-sensory experience.	
Toshiba	Beyond computing for work purposes, find out how you can watch, record and playback live TV broadcast with today's notebooks and enjoy more personalised entertainment	Leong Chee Keong Assistant Manager Email: leong.cheekeong@toshiba.com.sg Tel: 97871885

Exhibitor	Activity	Spokesperson
Let's Go HD! Don't just know the technology, be amongst the first to create and edit your 1-minute HD clip and be a filmmaker today.		
Canon	Don't just read about HD, now you create and edit your own HD content and be a filmmaker like Kelvin Tong or Jack Neo.	Kenneth Lam Asst. Manager Corporate Communications Email: kenneth_lam@canon.com.sg Tel: 6796 3445

Appendix 2

Animation

Propel your imagination into the stratosphere as learn about the amazing software and hardware behind the creation of your favorite anime and manga.

Digital Lifestyle

Get a dose of true digital living and discover the endless possibilities technology has had to offer to improve your way of life, both at home, at work and at play. Be dazzled by the latest and widest selection of electronic gadgets and digital products for home and office of any IT event to date.

Gaming

Let the Gaming segment transform the way you think about games. No longer just limited to bulky consoles and expensive performance computers, gaming today can come to you in many forms with each offering a different level of entertainment and enjoyment to temporarily relieve your mind from conventional worldly issues.

Home Entertainment

The Home Entertainment presents a delightful galore of technologies to address the complex needs of modern urban households. You will be spoilt for choice by an array of the latest home theatre and multimedia entertainment systems, dazzling flat screens (LCD or plasma), latest pin-sharp HDTVs, home theater systems, DVD players and more.

MP3/MP4

We know mobile entertainment is BIG and so to meet that huge multimedia appetite you have, we have carefully assembled a galleria of nothing but the latest in MP3 and MP4 gadgetry just for you. It's high time you update yourself on the numerous technological advancements in portable multimedia entertainment and services.

Mobile Communications – NEW!

Want to do more with your mobile phone than just messaging and talking or just simply eyeing a new mobile phone? Be it learning more about mobile security, mobile music/videos and high-speed 3G services or hunting for the best price for the handset your heart yearns, you'll find SITEX 2006 has it all under one roof.

Photo Imaging - NEW!

Professional help, educational workshops and live demonstrations are all onsite if it is your desire to make a lasting impact with visual imagery. Simply walk down the isles of Photo Imaging booths and start discovering tips and tricks you never knew about videography and photography that will soon propel you to the next level of creativity.