

Interactive experience tells APEC delegates of Singapore's progress

By Cheryl Lim, Channel NewsAsia | Posted: 10 November 2009 21:29 hrs

SINGAPORE: An interactive media experience aims to introduce APEC delegates to Singapore's past, present and future.

The installations will walk APEC delegates through what makes Singapore unique and offer a peek at how the city has progressed.

They will also help delegates unwind as they learn more about the country's creative industries.

A condensed version of the Singapore Story is shown through interactive "hot spots" placed throughout the APEC summit venue at Suntec Singapore International Convention and Exhibition Centre.

Quek Swee Kuan, assistant managing director, Economic Development Board, said: "We thought of using technology, multimedia to show off the capabilities of Singapore too. And we decided to put the exhibits in different places, where there's high traffic so that as they move from one place to another something will surprise them."

The installations are placed strategically throughout the venue to enhance the information that is being shown. For example, one toilet was fitted with motion sensors. So every time visitors use the toilet, they will be shown the story of how Singapore has managed to come up with innovative solutions to meet its water needs.

The showcase is a collaboration between several government agencies, including the Singapore Tourism Board, SPRING Singapore and the Media Development Authority.

The other agencies are the Singapore Economic Development Board, DesignSingapore Council, Infocomm Development Authority, International Enterprise Singapore, Ministry of the Environment and Water Resources, Ministry of Information, Communication and The Arts, Ministry of National Development, and Ministry of Trade and Industry.

It was launched by Trade and Industry Minister Lim Hng Kiang.

Organisers said it is a celebration of Singaporeans and how their efforts have transformed the city to what it is today.

Fusing technology with design and creativity, the Singapore Showcase also features a souvenir booklet available at the Business Clock installation. This installation will be moved to Level 2 Ballroom foyer from November 13 onwards.

The Singapore Showcase experience will also be available on a virtual platform - Virtual Singapore in Twinity. It is available [here](#) and will feature the APEC 2009 Leaders' Week by creating an immersive, multi-user experience for its members through the use of embedded video and 3D models of key content developed specially for the project. - CNA/vm



Photos

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Video



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