



## MEDIA RELEASE

### **Suntec Singapore Unveils First-of-its-Kind Mobile Interactive Digital Signage**

**Singapore, 28 January 2010** – Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore), a global leader in the meetings, incentives, conventions and exhibitions (MICE) industry, today introduced visitors to the future of digital age with a first-of-its-kind mobile interactive digital signage.

Boasting state-of-the-art functionality, ***TouchPoint*** is specially designed to meet the varied and stringent requirements unique to Suntec Singapore. It is loaded with exclusive touch applications that provide robust internet content, live broadcasts and personal content. In a nutshell, it affords a fully integrated digital platform with sophisticated displays and high interactivity, offering guests the ability to seamlessly navigate their way around the building while they are at Suntec Singapore. Fast-to-the-touch facility icons offer navigational features, on-demand information and location of particular services within the vicinity as well as real time information and content, ensuring the best visitor experience. Ostensibly, ***TouchPoint*** is a sleek large format, high-resolution monitor that combines energy-efficient LCD backlighting with touch-enabled capabilities that serves as both a way-finding tool as well as a full screen advertising platform with rich media content in single and/or tri-screen service for advertisers.

With the robust expansion in the tourism industry and the quest to forge ahead to achieve organisational and business excellence, Suntec Singapore is embracing and adding on new media to its existing array of digital tools that will benefit visitors on the go and at the same time, help advertisers reach and interact with its target audience.

As a venue that hosts approximately 1,500 events annually, ***TouchPoint*** is able to display the day's events in a timely and instantaneous manner, providing visitors and guests the ability to establish where their specific events are being held and how to get to that particular location. It can be deployed anytime, anywhere with ease.

## **TouchPoint Capabilities:**

### **(i) Clients, Partners and Guests**

#### **Key Features and Benefits of *TouchPoint* include:**

- Touch smart features allows quick information access
- An interactive guide with a business directory of events held within the centre
- Capability to zoom in on locations, specific events, flip between screens
- Fast-to-the-touch navigational and wayfinding features with real time information and content
- Browsing and searching for events within the convention centre
- Locations of specific meeting rooms where the events are being held
- Up-to-date local information, flight details, weather and world time
- A scrolling ticker that allows visitors access to world news and current affairs
- Provide directions to automated teller machines, money changers, reception desks, lifts, restaurants, shopping malls, car parks and transport services
- Infra-red touch sensor for optimised sensitivity
- Offers a personalised experience
- Equipped with wheelchair-user friendly features

### **(ii) Advertisers**

#### **Key Features and Benefits of *TouchPoint* include:**

- A new opportunity for advertisers that will enable them to feature their ads in crystal clear images and/or high-definition video format
- Allows instantaneous up-to-date content uploads
- Mobility allows advertisers to place their messaging in various locations
- Help advertisers target their message, maximising the impact by reaching a larger captive audience
- Availability of full-screen banner advertising as well as sponsorship packages
- Flexibility in offering specific customisation using high-tech features

“In the new era of digital advancement, emerging technologies and the mobility of people, connectivity is more vital than ever. We are constantly looking at ways to enhance our visitor’s in-house experience as the meetings industry is all about engagement and interaction. By embracing this technology through the introduction of **TouchPoint**, we are putting ourselves at the forefront of the ultimate customer experience. A successful digital platform adds another seamless element to a guest’s experience. As a global leader in the meetings industry, we pride ourselves on innovation and look forward to adding a host of cutting-edge products and services that will go toward making every visitor’s journey as memorable and enjoyable as possible,” commented Arun Madhok, Director of Business Development and a self-proclaimed techie.

An industry leader and an iconic name synonymous to the meetings, incentives, conventions and exhibitions industry since 1995, Suntec Singapore is constantly looking at innovative and creative ways to enhance visitors experience and provide value-added services to its guests at the venue. **TouchPoint** certainly complements the venue’s buoyant expansion – having recently posted a healthy 9% growth in the number of events it hosted over 2009.

Please see Annex page (as attached) for more facts about **TouchPoint**.

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## **ANNEX**

### **Facts about *TouchPoint* :**

- Each feature weighs 100kg! Yet it can be easily deployed by one person
- Each feature has a total of 165 components
- Each wheel can withstand up to 60kg of weight
- It can be deployed 24 hours a day, 7 days a week
- A total of 20 screens displayed throughout the centre
- All components are uniquely sourced globally:
  - Base – Malaysia
  - Bolts, Screws & Nuts – Singapore
  - Fibre Glass – Singapore
  - Screens – Korea
  - Server – USA
  - Software – USA
  - Wheels – Japan

## **About Suntec Singapore**

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning facility can cater to events from 10 to 20,000 persons. In addition, Suntec Singapore - Asia's Convention City - offers direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants, 6 museums and the region's newest centre for the performing arts, Esplanade - Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

### **For press enquiries, please contact:**

Anjna Nihalani  
Director – Brands & Communications  
Direct telephone: + 65 6825 2226  
Mobile: + 65 9878 8828  
Fax: + 65 6825 2222  
Email: [anjna.nihalani@suntecsingapore.com](mailto:anjna.nihalani@suntecsingapore.com)

Karen Chia  
Manager – Brands & Communications  
Direct telephone: +65 6825 2227  
Mobile: +65 9783 3378  
Fax: +65 6825 2222  
Email: [karen.chia@suntecsingapore.com](mailto:karen.chia@suntecsingapore.com)