NATIONAL INFOCOMM AWARDS 2012
Winner for the Category of Most Innovative Use of Infocomm Technology (Public Sector)

Organisation: **KK Women's and Children's Hospital**

Product/Service: **Surgical Counting and Operating Theatre Tracking (SCOTT) System** [An RFID Gauze & Instrument Counting System used in Operating Theatre]

Product/Service Description
Using RFID technology – we piloted the Surgical Counting and Operating Theatre Tracking (SCOTT) System that tracks and locates the movement of gauzes and instruments as they move from one area to another within the OT. The data captured by the system is processed and reflected on the monitor for the doctors and nurses (scrub team) in real time. Based on the information captured, the scrub team in the OT was able to keep track of the number of gauzes and instruments in and out of the operative field, and hence prevent any risk of gauze or surgical instrument retained inside patients undergoing surgery.

Benefits
The use of the RFID technology system redefines surgical process practice to significantly enhance patient safety, as well as improve the productivity of the OT team. This is an innovative and comprehensive solution for the medical and nursing staff in the Operating Theatre (OT) to eliminate the risk of retained surgical instruments, gauzes (sponges) or any other sterile consumables in a patient's body after surgery. Enabling the team to account for all the sponges and instruments used during a surgery minimizes the time needed for multiple counts for gauze and surgical instruments, as well as reduces the need for lengthier and possible costlier x-ray scans to determine whether a gauze or instrument has been left in a patient. This RFID trial has demonstrated the effective use of technology in enhancing the safety of Operating Theatre practice.

About KK Women's and Children's Hospital (KKH)
KK Women's and Children's Hospital (KKH) has evolved over the decades, since its founding in 1858, into a leader in Obstetrics, Gynaecology, Paediatrics and Neonatology. Today, the 830-bed hospital is a referral centre providing tertiary services to handle high-risk conditions in women and children. More than 400 specialists adopt a multi-disciplinary and holistic approach to treatment, and harness the latest innovations and technology for the best medical care possible. As an academic healthcare institution, KKH believes that world-class clinical training and research are imperative in raising the standard of care. The Hospital has a culture of

innovation that strives for world-class clinical leadership. KKH is part of Singapore's largest healthcare cluster, the SingHealth Group.

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NATIONAL INFOCOMM AWARDS 2012
Winner for the Category of Most Innovative Use of Infocomm Technology
(Public Sector)

Organisation: **Singapore Prison Service (SPS)**

Product/Service: **Inmate Self-Service Kiosk**

Product/Service Description
In line with Singapore Prison Service rehabilitation framework, the Inmate Self Service Kiosk (iKiosk) allows inmates to carry out routine/administrative activities on their own. This initiative aims to inculcate a sense of personal responsibility and ownership over their rehabilitation. With the deployment of iKiosk, Singapore Prison Service would be among the pioneer correctional agencies in the world to deploy self-help services for inmates via kiosks.

Though the technology used is not new, the use of the iKiosk to provide self-help services for inmates is a unique and innovative way of leveraging technology. The functions implemented for iKiosk have been specially selected to allow inmates to perform self service tasks which are valued by them without taking away purposeful interaction with Prison officers. Examples of self-help functions include printing of personalized letter forms (inmates use letter forms to correspond with their loved ones), checking of eligibility for rehabilitation programmes and status of requests.

The design of the iKiosk caters for the unique Prison environment where special considerations are needed for safety and security, such as tamper-proof, smooth edged and ruggedized design. As an illustration, it is fabricated with 17" tempered-glass monitor to withstand high impact. It is designed with customised boot up sequence and restricted touch-screen interface. The iKiosk comes with a barcode scanner that scans and authenticates inmates' wrist tags.

Benefits
1) Enhance rehabilitation of inmates
It inculcates a sense of personal responsibility and ownership in the inmates by allowing them to make certain decisions on their own. It helps them to reintegrate to the society where self-help technology is widely-used.

2) Fast response to inmates' queries
Inmates would be able to retrieve up to date information such as status of incoming letters and next visit date instead of relying on Prisons staff to check. The timely availability of information reduces their anxieties and frustration, and thereby improves the overall security and management of inmates for SPS.

3) Increased effectiveness of Prison Officers

The iKiosk will enable Prison officers, in their role as Captains of Lives, to focus on their core functions such as purposeful staff-inmate interaction, inmate rehabilitation and ensuring Prison security.

4) Potential for enhanced capabilities

There is potential for future collaborations with other ministries or Government organisations such as the Central Provident Fund (CPF) and Housing Development Board (HDB) where iKiosk could facilitate processing of legal documentation. This would also bring convenience to inmate family members.

About Singapore Prison Service (SPS)

Singapore Prison Service (SPS) aims to make Singapore safe through the secure custody and rehabilitation of offenders. With a staff strength of 2,300 managing an inmate population of 12,000, Prisons uses ICT extensively and strategically to yield the greatest returns for its key operations.

On 9th March this year, Singapore Prison Service won the CIO Asia 100 award for the deployment of Enterprise Intranet Portal (EIP) which provides a single platform to promote collaboration and communication among staff at work. Staff can be connected and collaborated through social networking.

On 2nd August, Singapore Prison Service also clinched the best IT Security Strategy for 2012 IT Excellence Awards.

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NATIONAL INFOCOMM AWARDS 2012
Winner for the Category of Most Innovative Use of Infocomm Technology
(Private Sector - General)

Organisation: **Changi Airport Group**

Product/Service: **ONE CHANGI - Customer, Tenant and Partner**
                                  Relationship Management (CTPRM) Solution

Product/Service Description
ONE CHANGI is considered "first & unique" in the aviation industry worldwide – an initiative by Changi Airport Group (CAG) to consolidate and integrate feedback from all customer touch points, such as retail outlets and washrooms, into one centralised Customer Relationship Management (CRM) platform.

The centralised platform allows CAG, its tenants and airport partners to collaborate and share information to deliver world-class customer service to passengers and the general public. In addition to efficient handling of public feedback and enquiries, the platform also tracks and monitors the responsiveness of CAG's own operations divisions, tenants and partners in their communication to customers. The platform hence enables the whole Changi Airport community to work closely together to respond to its customers as "One Changi" despite the airport having more than 200 partners and agencies. At the same time, it ensures that productivity and quality of services are managed at a consistently high level.

CAG's CTPRM serves three different groups of target users, each of which involves a different set of business rules, owners, workflow, processes and reporting needs.

For CAG, the solution channels feedback collected from airport users into one system, and then shares the information collected with its airport partners and tenants, allowing the feedback to be tracked while they are being processed by the relevant airport agencies. Feedback and information is collected through various customer touch points such as websites, emails, the Changi Contact Centre and instant feedback systems located across Changi Airport's terminals.

For the airport agencies, the solution tracks cases which are being attended to, and escalates those which need close attention or immediate action. For the airport tenants, it helps them manage their performance in the areas of operational excellence, service quality and customer service. Data collected are also shared with CAG, providing it with an overview of service levels and feedback indicators at the airport's shops and restaurants.

Benefits

Overall, ONE CHANGI facilitates CAG's oversight of the management of customer feedback and responses by the various airport agencies across all touch points at Changi Airport, ensuring that service excellence is upheld all the time.

With the adoption of this solution, CAG is able to deliver more cost-effective, enterprise-wide, customer-focused services, which in turn help it to maintain its status as the world's most awarded airport. Specifically, the solution enabled:

1. **Business Technology Partnership** – CAG has been able to use technology to transform existing customer-facing business practices to achieve a major leap in improving service delivery.

2. **Productivity Improvement** – The initiative encourages CAG and other stakeholders to leverage technology to reduce cost; improve productivity and provide efficient and excellent services via innovation and the generation of new ideas. As the human resource pool tightens in Singapore, productivity improvement through technology is a key strategy for CAG.

3. **Sustainable Services & Responses** – The systems that CAG has implemented enable the airport community to continue to improve the consistency of service delivery from the 28,000 staff working at the airport, and more importantly, to respond to feedback and service disruption in an expeditious manner. This ensures that the quality of the Changi Experience for passengers and customers continues to be maintained at consistently high levels.

4. **Penetration of New Markets** – The ONE CHANGI solution enhances CAG's portfolio of best practices as it seeks business opportunities with airports in overseas markets.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009, and the corporatisation of Singapore Changi Airport followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. Through its subsidiary Changi Airports International, the Group invests in and manages foreign airports to spread the success of Changi Airport internationally.

Changi Airport (www.changiairport.com) is the world's most awarded airport having garnered more than 400 accolades since it opened in 1981. To serve passengers

and visitors from the world over, there are 330 retail stores and 120 F&B outlets across the airport's three terminals. Changi handled more than 46 million passenger movements in 2011, an annual record. Today, it serves some 100 airlines flying to over 230 cities in about 60 countries and territories worldwide. A flight takes off or lands at Changi roughly once every 100 seconds.

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NATIONAL INFOCOMM AWARDS 2012
Winner for the Category of Most Innovative Use of Infocomm Technology
(Private Sector - General)

Organisation: **Citi Innovation Lab, Singapore**

Product/Service: **Interactive Solutions**

Product/Service Description & Benefits
Citi's Interactive Solutions is a real time, interactive client experience that transforms the way Citi engages with treasurers and financial controllers. By parameterizing our proprietary solution structuring methodologies into algorithms, overlaid with Citi's global network, deep understanding of regulations, extensive global product capabilities and over 4 million other client and related data points; we significantly expedite the structuring process of working capital solutions, and enhance the overall delivery of cost saving and balance sheet value, to the institutional client.

This innovation is a testament of Citi's superior thought leadership and provides a fully interactive approach in customizing highly complex solutions. In a typical session, the platform addresses client queries, provides visualization of global client portfolios, allows benchmarking of the client's treasury management health and intelligently showcases best-in-class solutions based on the client's tailored preferences – *instantaneously*. Leveraging gesture-based interactions and engaging graphics, the software provides a new client experience that is never seen before in transaction banking and clearly differentiates Citi as the banker of choice cum trusted advisor.

Citi's Interactive Solutions was first deployed at Citi's inaugural Client Experience Center in Singapore, followed by similar venues in Hong Kong and Dublin, and soon Mumbai and Miami. The technology has since been exported worldwide and is now readily available on the laptops of all Citi Transaction Services sales and relationship consultants, thus bringing the interactive experience direct to all our clients' offices.

About Citi Innovation Lab, Singapore
Underlying its continued commitment to providing innovative solutions to clients, Citi Transaction Services (CTS) opened its Citi Innovation Lab in Singapore, which comprises a Client Experience Center and a Client Collaboration Center, in December 2011. The opening marked the first such facility for any institutional bank in Asia Pacific.

The Innovation Lab leverages new web, mobile, supply chain and analytics technologies to engage Citi's institutional clients more innovatively and to create the

most effective experience and products for them. In the Innovation Lab, Citi's latest transaction banking solutions are shown and clients can "test drive" them through live demonstrations with situation analyses and discussions with product experts.

Citi Innovation Lab is the driving force for the growth of the transaction services business by anticipating new technologies and creating new capabilities to maintain Citi's market leadership. The venue is dedicated to the synthesis of new ideas, doing rapid prototype and collaborations with clients, and developing ideas into new products and services that transform transaction banking.

More than a dozen ideas are currently being pursued in collaboration with Citi's clients, ranging from intelligent cash forecasting to working capital optimization, instant information transmission using mobile technologies to new economy payment models, and initiatives surrounding big data and predictive analytics.

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NATIONAL INFOCOMM AWARDS 2012
Winner for the Category of Most Innovative Use of Infocomm Technology
(Private Sector - SMEs)

Company: aSpecial Media Pte Ltd

Product/Service: Proprietary Behavioural Targeting Engine

Product/Service Description

aSpecial Media synergistically combines a behavioural targeting process and a regional premium publisher network to offer our partners a powerful and precise way to:

- Determine the up-to-date interests of a consumer,
- Detect his presence online in real-time, and
- Deliver particularly relevant editorial and advertising content to him.

As the heart of our business is the accuracy of our database, we needed to improve our tracking of users' behaviour, gathering of their Interest Profiles, and updating these. Traditional methods such as face-to-face or online surveys and online panels were widespread but fraught with problems such as errors in extrapolation, or rapidly ageing information. To overcome these, and position ourselves as game-changers, we put together a process which now allows us to correctly identify what people are reading online or on their mobile devices, in effect, track their "interests", and then offer these clusters of "interests" to companies that want to address them. This use of infocomm rather than rely on contemporary methods has enabled us to build a richer database and with real-time profiles, which has allowed us to go into partnerships with some of the biggest publishers in Asia despite our "youth" and size.

Benefits

At aSpecial Media, our core business is to increase our clients' understanding of their audiences and improve their efficiency in ad targeting or content delivery. By improving the way we gather information on user behaviour, aSpecial Media is making inroads into the regional database industry and developing a name for itself in real-time behavioural tracking. The process we developed harnesses a blend of innovative technology and marketing engineering to deliver real-time behavioural targeting as a breakthrough solution. Our solution also dispenses with the costly need to maintain a team to do regular surveys or individual updates of user profiles as these are handled by algorithms.

Thanks to our use of technology, aSpecial Media can easily agglomerate the behaviour of the individual consumers into clusters of interests, which publishers and advertisers can then tap to dramatically improve the relevancy of their editorial

content or commercial messaging. In essence, aSpecial Media's innovative use of infocomm - a complex set of algorithms and semantic data structure - and free exchange of information has set us further down the road to becoming owner of the largest and most accurate database of Asian consumer interests than if we had used any other approach.

About aSpecial Media

aSpecial Media specialises in online behavioural targeting. Our core business is in providing solutions to consumers seeking relevant content, content creators looking for new audiences, and commercial enterprises searching for more productive ways to serve customers. We tapped our founders' and key staff's extensive years of unique industry experience to create proprietary techniques to form a strong bridge between online audiences, website owners, media agencies and advertisers.

aSpecial aims to have the world's largest real-time database of Asian consumer behaviour. This continually updated, contemporaneous view of consumer interests is built with proprietary algorithms by our staff, who are veterans in the media, advertising and technology industries.

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NATIONAL INFOCOMM AWARDS 2012
Winner for the Category of Most Innovative Infocomm Product/Service

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Company: **iTwin Pte. Ltd.**

Product/Service: **iTwin**

Product/Service Description
At iTwin, we make the public Internet private. With its award-winning hardware-key based security, iTwin enables a simple, secure and private environment for users to access and share their data.

iTwin, comprising two identical halves, provides private and secure remote access, with plug-and-play usability. When paired together, the halves generate random encryption and authentication keys. Since the keys are known only to the two halves, this enables the hardware-key based security.

The two halves each have a USB connector, with which they can be plugged into a computer (like when using a flash drive). This enables the plug-and-play usage, which is simpler for users, compared to login and password required by remote access software.

iTwin has received the Red Dot award, CEA Design and Engineering award and the Popular Science award, for its usability and innovation.

Benefits

iTwin has been created for people who want a simple data-access solution and who care about their data's privacy and security. iTwin achieves this by being as easy to use as a flash drive and at the same time, very secure, thanks to its patent-pending innovations.

Our happy customers include Small and Medium Enterprises (SMEs) and on-the-go professionals. iTwin saves them time and mental bandwidth, by being simple to use. At the same time, it provides them the important reassurance that their data is safe, because iTwin does *not* trade security for simplicity.

Very recently, iTwin has launched a new product, iTwin SecureBox, to bring hardware-key based security to the Cloud, thus enabling more secure cloud storage. With iTwin SecureBox, users can store their sensitive data in the Cloud and get the best of both worlds: the convenience of the Cloud and the security of iTwin.

About iTwin Pte. Ltd.
iTwin is a Singapore-based venture-backed security-focused start-up. iTwin's core technology was developed at the Institute for Infocomm Research (I^2R), Agency for Science, Technology and Research (A*STAR) and has been licensed from Exploit Technologies Pte Ltd (ETPL). In 2009, iTwin was the first Singaporean company to be selected to present at the Techcrunch50 conference. iTwin has a global footprint, with offices in Asia and US. iTwin has won several awards including the Red Dot product design award (2011), Popular Science 'Best of What's New' award (2011) and the CEA Design and Engineering showcase award (2012).

iTwin can be purchased for US$99 at Amazon.com and iTwin.com. For more details, please visit iTwin.com, or follow us at Facebook.com/iTwinFeed.

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NATIONAL INFOCOMM AWARDS 2012
Winner for the Category of Most Innovative Infocomm Product/Service

Company: **Puffersoft Labs**

Product/Service: **Enterprise Service Provisioning**

Product/Service Description

Enterprise Service Provisioning (ESP) provides a unique "Reverse Cloud" architecture to deliver all the benefits of "Desktop Virtualization" with none of the infrastructure overheads or tradeoffs in functionality.

ESP delivers end-user computing environments to thousands of computers on demand, with all the processing done at the client device, avoiding any network or server latencies and bottle necks. The ESP solution decouples the operating system and applications, removes software conflicts and allows incompatible or legacy applications to coexist and run on newer operating systems without physical installation or modification. Enterprises benefit from the ESP solution with an extremely responsive front-end infrastructure that can be dynamically controlled, configured and deployed on demand from any location.

Benefits

ESP has helped our customers radically simplify the deployment and management of their end-user computing environments through our client virtualization technology without excessive increases in their infrastructure or operational support resources.

Customers who have used Puffersoft have reported:

- 75% reduction in IT support workload
- 65% cost avoidance in server infrastructure
- 60% reduction in helpdesk call volumes

Nanyang Technological University (NTU), a customer of Puffersoft Labs, was a winner at the recent CIO Asia 100 awards, for transforming their School of Physical & Mathematical Sciences (SPMS) teaching labs into a dynamic desktop environment where hundreds of PCs can be reconfigured in seconds to deliver on-demand learning environment for lecturers and students.

About Puffersoft Labs

Puffersoft Labs develops software that enables organizations to radically simplify their end-user client computing deployment and management strategy with its "reverse cloud" desktop delivery and virtualization solution.

Puffersoft embraces client virtualization technology to provide IT teams the ability to empower their users with self-service flexibility without compromising on security, control and manageability.

Business responsiveness and operational efficiency are improved without the need for massive investments in server and network infrastructure.

Puffersoft was founded in 2008 by a team of virtualization veterans. Its major investor is O'Connor's Holdings, a division of SGX-listed WBL Corporation Ltd ("Wearnes").

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NATIONAL INFOCOMM AWARDS 2012
Merit Award for the Category of Most Innovative Use of Infocomm Technology
(Public Sector)

Organisation: **Immigration & Checkpoints Authority (ICA)**

Product/Service: **Mobile Automated Verification and Identification System (MAVIS)**

Product/Service Description

MAVIS is a mobile, handheld biometric screening device that allows ICA officers in the field to perform biometric screening on a subject to ascertain his/her identity and immigration status in Singapore. MAVIS is connected to ICA's backend biometric and identity databases to perform real time 'live' screening and verification via the 3G service. It can also be configured to screen against a database stored locally in the device. Designed to be rugged, secure and lightweight, the MAVIS mobile device enables ICA officers to accurately identify and verify a person's identity and immigration status, at anytime and anywhere.

Benefits

With MAVIS, our field operations are now more efficient. We no longer need to transport individuals back to the ICA Building for verification of their identities and immigration status, since this can now be performed on the spot. Hence, the operational costs and resources associated with the transportation or escort of individuals and their processing within ICA Building pending verification and identification will now be greatly reduced. Therefore, they are able to focus on their primary mission and conduct more field operations to check and sieve out immigration offenders, thus resulting in a safer and more secure Singapore.

About ICA

ICA is the leading agency that safeguards Singapore's border security. ICA's mission is to ensure that the movement of people, goods and conveyances through our checkpoints is legitimate and lawful. ICA administers and upholds the laws on immigration, citizenship and national registration fairly and effectively. Working closely with our Home Team partners, other government agencies and the community, ICA plays an important role in ensuring that Singapore is one of the safest cities in the world.

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NATIONAL INFOCOMM AWARDS 2012
Merit Award for the Category of Most Innovative Use of Infocomm Technology (Private Sector - General)

Organisation: **ComfortDelGro Taxi Business**

Product/Service: **Integrated Taxi Management System (ITMS)**

Product/Service Description
The Integrated Taxi Management System (ITMS), the world's largest state-of-the-art taxi booking system, manages ComfortDelGro's fleet of 16,000 taxis in Singapore. ITMS is deployed on various technologies such as General Packet Radio Service (GPRS) technology, Global Positioning System (GPS), Text-to-Speech (TTS), and intelligent algorithms. Passengers can bypass Customer Contact Centre agents to book a cab through innovative data channels such as smartphone taxi booking applications, NFC-enabled FastCall panels as well as SMS taxi booking. The system also allows cabbies to bid for advance booking jobs via the Job Bid application on smartphones and the Driver Portal. Besides enhancing the taxi booking experience, ITMS monitors taxi movements and facilitates the reimbursement of ERP charges – incentivising cabbies to enter the City Area during peak periods. It also provides data on traffic conditions that authorities can tap on for traffic information.

Benefits
Our taxi booking services have become more efficient, which translates to more booking jobs for cabbies and therefore, higher income. Alternate data booking channels allow our agents to focus on delivering value-add services to customers and cabbies, and cut down the cost of handling each call. For the convenience of commuters, we are able to accept multiple cashless payment modes, including NFC-enabled payments, contactless credit/debit cards on board our taxis as a result of ITMS. Over-The-Air (OTA) updates and software upgrades are made through the Mobile Data Terminal (MDT) without the need to recall taxis to service centres. OTA updates for the entire fleet can now be completed within one week instead of four previously. In essence, ITMS enables the Company to deliver higher level of customer service whilst reducing operating cost per taxi and manpower.

About ComfortDelGro Corporation Limited
ComfortDelGro is one of the world's largest land transport companies with a total fleet size of more than 45,700 buses, taxis and rental vehicles. It operates in seven countries – Singapore, China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia – giving it the broadest footprint amongst its international peers. It is the largest taxi operator in Singapore with a fleet of about 16,200 Comfort and CityCab taxis.

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NATIONAL INFOCOMM AWARDS 2012
Merit Award for the Category of Most Innovative Use of Infocomm Technology
(Private Sector - SMEs)

Company: **Hock Seng Food Pte Ltd**

Product/Service: **E-Auditor**

Product/Service Description
E-Auditor is a retail audit system which enables Hock Seng Food Pte Ltd, a subsidiary of Hosen Group Ltd., to keep track of its products' movement at the retail store level. This user-friendly system allows the company to obtain real-time information on the stock position at each individual supermarket island-wide.

Benefits
This system enables the company to monitor and ensure a proper coverage by the Sales and Merchandising Team to their retail customers, which is a key part of their Key Performance Indicators (KPIs). The system also allows the sales personnel to manage their coverage efficiently, preventing out of stock situation and loss sales.

An audited store report provides us an insight on the stock situation at different times of the day/week and thus enabling us to maximize our sales opportunity. The report also acts as a selling tool for the sales team to influence the Store Manager to stock our products better to maximize sales.

This high integrity system is efficient and environmental friendly, replacing the traditional monitoring system which involved multiple compilations of crunched numbers and photos.

About Hock Seng Food Pte Ltd
Hock Seng Food Pte Ltd is a subsidiary of Hosen Group Ltd. Founded in 1974, Hock Seng has been managing brands and distribution of Fast Moving Consumer Goods in Singapore and the Asian region for the past 38 years. Together with our HQ in Singapore and wholly owned subsidiaries in Malaysia and China, we have built an extensive network in more than 40 countries.

As a marketing-focused company, we have nurtured our brands to leadership position in our home markets as well as several overseas markets. Our position as a leader in the FMCG business has won us several accolades such as Singapore Promising Brands Award for 2003 and 2004, Superbrand for 2008 and 2009 and Singapore 1000 for 2008-2011.

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NATIONAL INFOCOMM AWARDS 2012
Merit Award for the Category of Most Innovative Use of Infocomm Technology (Private Sector - SMEs)

Company: **QSA Marine & Logistics Pte Ltd**

Product/Service: **3i Vessel Tracking System**

Product/Service Description

The 3i Vessel Tracking System (VTS) is an infocomm technology that we have implemented to help us to better track and monitor our vessels. The VTS not only monitors vessel movement and location, but also measures fuel consumption and engine usage more effectively and accurately. The VTS also provides weather information; it indicates real-time climate temperature, wind direction, sea current direction, swell waves and sea surface pressure. All these information are automatically recorded and transmitted over to a main server. Today, the programme has been reconstructed into a web-based application, and all the information it records can be easily accessed via the Internet.

Benefits
The VTS is our solution to the challenges of transmitting information mainly through satellite phone. This method of communication is slower and more prone to errors and inaccuracies. Today, VTS solves these communication issues, but they also come with many value adding features such as the following:

1. Increase Productivity of Vessels
2. Audit Performance of Seamen
3. Security of Assets (vessel)
4. Automated Historical Movement Logs
5. Monitor & Improve Quality of Service
6. Empowerment of Charterers to Independently Obtain Needed Information

In addition, the VTS further enhanced our business by allowing us to be recognised as reliable service providers in the market. Having an improved reputation for timely shipment schedules has helped us to command premium rates over other competitors.

In sum, the implementation of the VTS improved our productivity and efficiency while reducing our operating costs. The constant development of the VTS has since also enabled us to better value-add and enhance our business processes.

About QSA Marine & Logistics Pte Ltd

Established in 2000, QSA's business has evolved with times. We continued to improve our operations to meet changing trends and remain competitive in this dynamic industry.

Beginning from a small startup shipping agency, QSA today not only has increased the scope of our services that we offer, we are now also proud owners of vessels, with an increasing fleet size.

To date, we have been successful in quickly establishing ourselves as a dependable and vibrant company in the shipping arena locally as well as internationally. Besides specializing in tugboats and barges, we are also primarily engaged in the business of ship building, ownership, chartering, ship management, ship brokering and a host of other vessel related activities. Essentially, we strive to provide a one-stop center for shipping services around the clock.

With the vision of establishing QSA as a leading one stop service center for vessel and ship services, the company has and will continue to invest heavily in personnel and equipment. We are working towards the implementation of ISO 9001 for efficiency and productivity.

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Company: **eBUS**

Product/Service: **eBUSdelivery**

Product/Service Description
eBUS is a cloud based platform for delivering TV Commercials and video content electronically to TV Broadcasters, IPTV, Web, Cinema and Mobile.

Benefits
Throughout Asia, TV Commercials were only physically delivered to Broadcasters using plastic polycarbonate video tapes. eBUS has eliminated the need for traditional delivery methods and tape production via eBUSdelivery; a cloud based solution that digitally delivers TV Commercials and other video content across Asia Pacific to Broadcasters, Web and Mobile media using the Internet.

For Advertisers, Advertising Agencies, Production and Post-Production Houses, eBUS enables their jobs to be done faster, easier and cost effectively. TV Commercials can be delivered to hundreds of locations within minutes instead of days. They can now also offer High Definition opportunities to clients.

The overall result: faster, easier, more cost effective distribution of High Definition and TV Commercials; bringing a 95% reduction in carbon emissions to the environment.

About eBUS
eBUS is an industry leading cloud computing software development firm, developing video content management and distribution technology for the media industry.

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NATIONAL INFOCOMM AWARDS 2012
Merit Award for the Category of Most Innovative Infocomm Product/Service

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Company: **Knorex Pte Ltd**

Product/Service: **Knorex ARise**™

Product/Service Description

Knorex ARise™ is an end-to-end Augmented Reality platform for transforming ads or editorial contents found in the printed materials or physical media such as newspapers, posters, into interactive experience. Contents are brought to 'life' instantaneously when viewers hover their smart mobile devices over an ad, image or article. Viewers are presented with overlay of engaging elements such as gallery, multimedia, social media, forms, location maps, 3D models, banners and more. These engagements are translated into measurable outcomes and leads for the publishers and advertisers while enabling contextually relevant contents to be presented to the viewers.

Benefits

Since the launch of Knorex ARise few months' back, we have seen continual uptake in a sustainable way from the users and the continued interest from advertisers. We are thrilled to have created a new revenue category not only for Knorex but also for our innovative and supportive partners (media publishers and agencies). The successful launch has brought in great publicity and recognition to us, our partners and their clients. Knorex ARise has essentially provided a fresh approach to engage the audience. Importantly, this has helped tremendously in showcasing our capabilities and bringing in new customers interested in Knorex ARise and our other products. We have also managed to garner avid interests from abroad which we are currently pursuing.

About Knorex Pte Ltd

Started in 2010, Knorex is a software development company spun-off from Institute of Infocomm Research (I^2R), A*STAR, focused on accelerating smarter discovery and turning them into actionable insights. We employ text processing, text mining, Natural Language Processing (NLP), image recognition, Semantic Technologies and other related technologies to enable our customers to make sense of their data for better intelligence.

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NATIONAL INFOCOMM AWARDS 2012
Merit Award for the Category of Most Innovative Infocomm Product/Service

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Company: **TrustSphere**

Product/Service: **TrustVault**

Product/Service Description

TrustVault is an innovative Messaging Intelligence platform that builds and maintains an organisation's 'social graph'. TrustSphere's analytical engine works by analysing traffic patterns – particularly between an organisation's staff and their customers, partners and suppliers. This intelligence is used to make security systems more effective and improve management decision-making by providing business activity monitoring capabilities. It does so by utilising the latest in social network analytics to add valuable "context", and mapping out the 'trust' relationship.

Benefits

TrustVault has been implemented by many leading organisations around the world. It has helped our clients fundamentally secure and manage their business environments. The messaging intelligence engine dynamically builds and maintains the "context" of an organisation's relationships, providing better visibility for activities occurring across the business – in particular via digital communication channels. Security systems can also be made much more effective and aggressive without causing false positives by better understanding the organisation's "trusted" network.

TrustCloud, TrustSphere's global whitelist is acknowledged as the largest 'positive' domain reputation whitelist in the world. As IPv6 adoption occurs, the relevance and necessity for whitelists increases and IPv6 adoption is occurring most rapidly in Asia Pacific. Leading Internet Service Providers (ISPs) and hosting providers are working with TrustSphere's alliance program to both share anonymised traffic data and/or utilise TrustCloud to better protect their network environments and customer experience. Increasingly organisations around the globe are also joining the alliance as IPv6 adoption and readiness increases beyond Asia Pacific.

About TrustSphere

TrustSphere is a pioneer in 'Messaging Intelligence' a next-generation approach to enhancing security systems and improving business performance. The company has been recognised as a 'Cool Vendor' in 2011 by Gartner, and its award-winning solutions have been successfully deployed by both large corporations and major government organisations, proving their industry-leading capabilities. TrustSphere works with a growing number of value-added resellers and global systems

integrators. The company has offices throughout the world, including Singapore, New York, Sydney, Tokyo and London.

For more information on TrustSphere and its solutions visit the company's website at www.trustsphere.com.

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