

**FACT SHEET  
(November 2009)**

**I-SINGAPORE (IMAGE OF SINGAPORE)**

Image of Singapore (i-Singapore) aims to catalyse the development of innovative services that will create new value in terms of new business opportunities, improved lifestyle, decision-making and outreach by:

- a. bringing together data (including real-time data) from the public, private and people (3P) sectors;
- b. leveraging advancements in geospatial technologies (e.g. digitally combining different layers of data); and
- c. riding on the current trends of high social interactions online including active contribution of user-generated data.

The desired end-state is a vibrant environment where, as more innovative services are developed and consumed, more data will be contributed by the 3P sectors.

Examples of such spatial innovative services include:

- a. Enabling a motorist to not only find the best route from point A to B, which is what's available today, but also choose an alternative driving route from his car navigation system or PDA if there is a car accident or road work that blocks the original route, or locate available car parks within a pre-assigned circumference of where he is. All these are only possible by digitally combining different layers of public sector data (e.g. street map and road works), private sector data (e.g. car park availability) and people sector data (e.g. car accident); and
- b. Enabling an entrepreneur who wants to start a new business in a particular location (e.g. childcare centre business) to find out from a digitally mash-up map on his laptop, where his potential competitors are located, understand the demand (e.g. number of children under 5 years of age from demographics information), and locate business partners (e.g. transport companies within the vicinity that can help him ferry the children).

**Benefits**

Through i-Singapore, IDA will spur the development of innovative services at a nation-wide level by defraying cost of its development and facilitating access to public sector data. It will help to create business opportunities for the infocomm industry as more innovative services are developed.

With the opportunity for citizens to contribute contents, it will foster greater community involvement and hence generate greater sense of belonging.

Businesses and citizens can thus enjoy a more engaging experience and an enriched lifestyle, with the ability to make more informed decisions through easy access to real-time information in a meaningful and timely manner.

### **Request for Information**

IDA issued a Request for Information (RFI) to the industry and four consortia, MapKing (Singapore) Pte Ltd, Quantum Inventions Pte Ltd, ShowNearby Pte Ltd and Surround Networks Pte Ltd were awarded grants in Aug 2009 to develop services in the transport, business and lifestyle sectors. These services will be ready by Q1 2010 for a 6-month pilot.

**For media clarifications, please contact:**

Mr Sukri Kadola

Manager, Corporate and Marketing Communication

Infocomm Development Authority of Singapore

Tel: +65 6211 0640

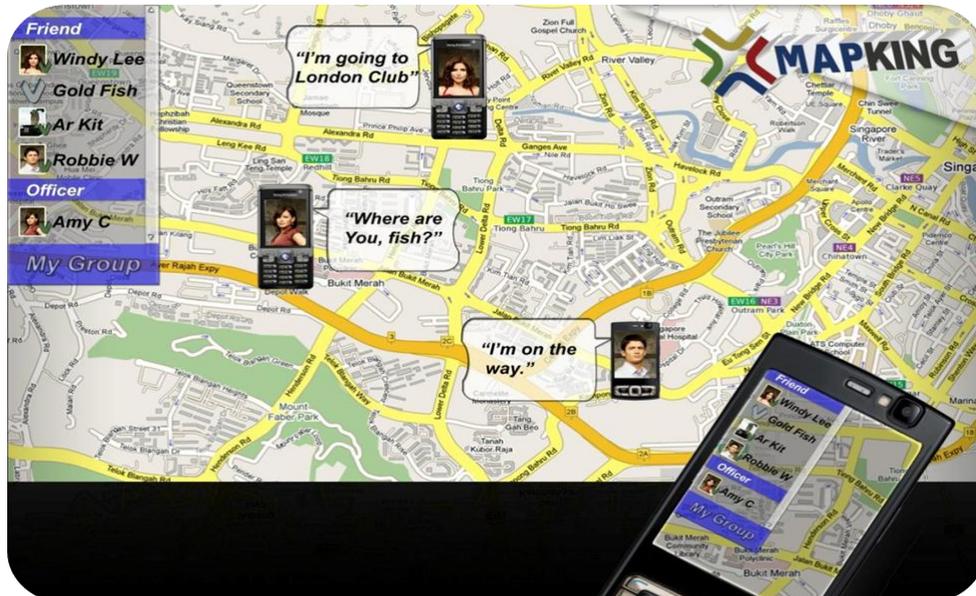
Fax: +65 6211 2227

E-mail: [sukri\\_kadola@ida.gov.sg](mailto:sukri_kadola@ida.gov.sg)

## SERVICES THAT WILL BE OFFERED:

### Neighbourhood Community Geo-tagging: by MapKing (Singapore) Pte Ltd

A location based community for users, where information (including text and photos) of neighbourhood events could be uploaded and shared to the community. When a user indicates their position, they will be notified of news, events, activities and announcements in the vicinity based on their preference.

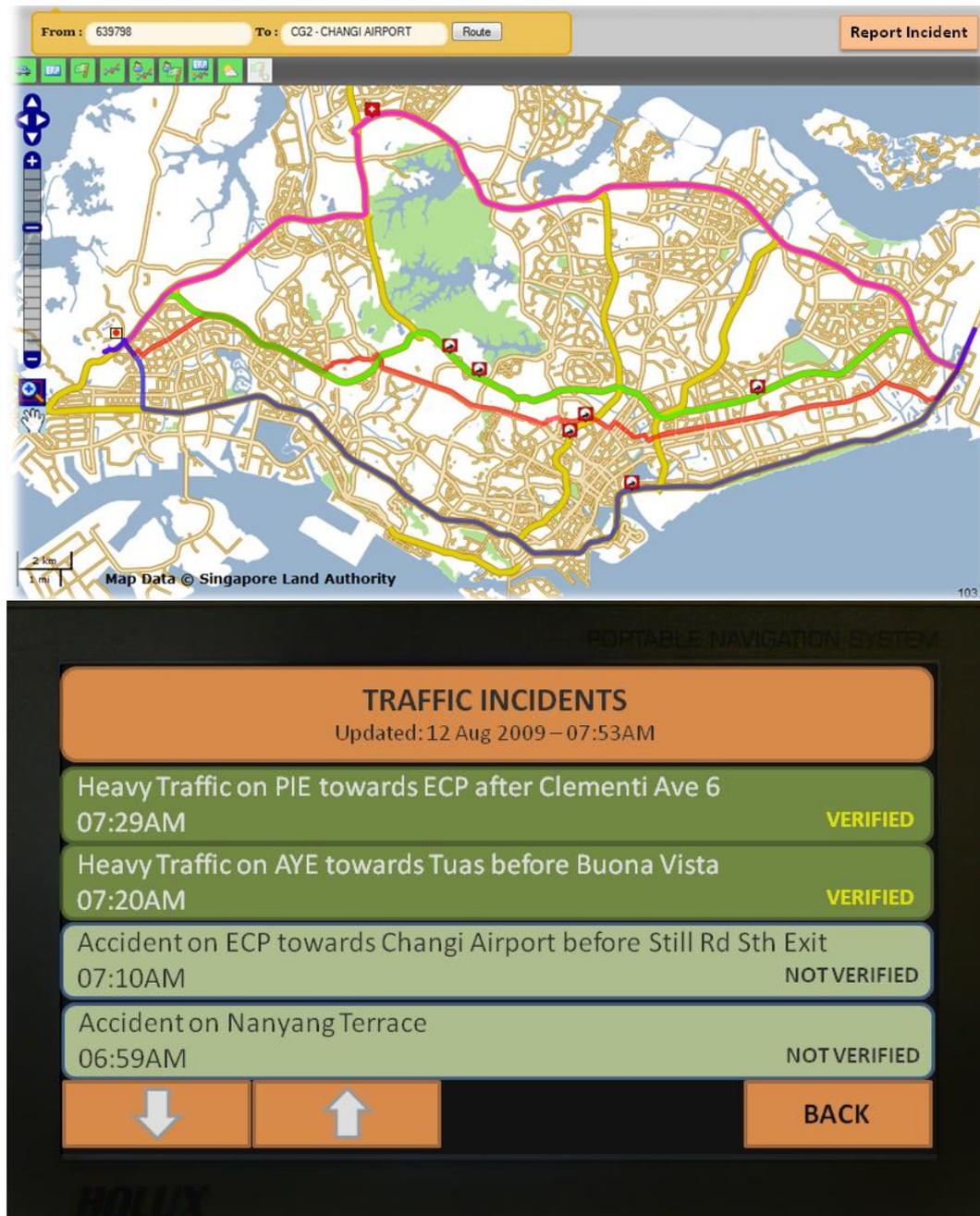


For more information  
MapKing (Singapore) Pte Ltd

Peter Gan, Business Development Manager, +65 6296 2231,  
petergan@mapping.com.sg

## Customised Real-time Navigation: by Quantum Inventions Pte Ltd

The customised connected dynamic navigation system provides motorists with dynamic routing assistance through the integration of real time traffic information and inputs from users on current road conditions. Users will also be alerted to changing weather conditions based on their location through the navigation screen.



**For more information**

**Quantum Inventions Pte Ltd**

Saurav Bhattacharyya, Executive Director, +65 9760 6500,  
saurav@quantuminventions.com

## Business Competitive Intelligence: by ShowNearby Pte Ltd

A location intelligence service to allow entrepreneurs to search for a new location for a business by reviewing existing competitors in the vicinity and estimate possible demand by analysing available demographics information.

Beta

### Junction 8 Shopping Centre, 9 Bishan Place, Singapore 579837

Good Evening!  
**Tim Burton**
31°/25°

- General
- Accessibility
- Weather
- Property
- Demographics
- ShowNearby
- [Print Report](#)
- [Send to friend](#)
- [Help Resources](#)
- [Feedback](#)

### General

Place: 9 Bishan Place, Junction 8 Shopping Centre, Singapore 579837  
 Road: Bishan Place  
 Country: Singapore  
 Postal: 579837

Description: Bishan is a neighbourhood of the city-state of Singapore situated in the Central-Region, measuring approximately three by three kilometres. Primarily a housing estate, Bishan houses the upper-middle classes. Flats here are relatively more expensive compared to other estates due to its accessibility and central location.

Beta

### Junction 8 Shopping Centre, 9 Bishan Place, Singapore 579837

Good Evening!  
**Tim Burton**
31°/25°

- General
- Accessibility
- Weather
- Property
- Demographics
- ShowNearby
- [Print Report](#)
- [Send to friend](#)
- [Help Resources](#)
- [Feedback](#)

### Demographics

#### Age group:

Age Group	Percentage Ratio
age group 0-4	5.9
age group 5-9	9.12
age group 10-14	7.59
age group 15-19	6.22
age group 20-24	5.97
age group 25-29	7.45
age group 30-34	7.62
age group 35-39	9.95
age group 40-44	10.72
age group 45-49	8.82

#### Education level:

Education Level	Percentage Ratio
no qualification	14.12
primary level	8.13
lower secondary level	8.91
secondary level	25.77
upper secondary level	10.88
polytechnic diploma	7.33
other diploma	6.92
university	17.95

#### Employed position:

Employed Position	Percentage Ratio
manager and above	19.98
professionals	14.15
associate professionals and technician	22.99
clerical	13.59
service and sales	10.13
agriculture and fishery	0.03
craftsmen	4.63

#### Marital status (male):

Marital Status (male)	Percentage Ratio
Single Males	32.22
Married Males	64.79
Widowed Males	1.53
Divorced Males	1.46

**For more information  
ShowNearby Pte Ltd**

Douglas Gan, CEO, +65 9815 6430, douglas@shownearby.com

## Location Based Commerce: by Surround Networks Pte Ltd

A Location Based Service to connect to your surroundings via your mobile device. It connects you, not only to the businesses and points of interest around you, but also to the live (real-time) information and services in your proximity, based on your interests. This service offers interactive and personalised services that keep you informed of what you wish to know in your surroundings.



For more information

**Surround Networks Pte Ltd**

William Adjewinoto, CEO, +65 9295 6908, [william\\_a@alum.mit.edu](mailto:william_a@alum.mit.edu)