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SPEECH BY MR DAVID T E LIM, MINISTER OF STATE FOR DEFENCE AND INFORMATION AND THE ARTS, AT THE OFFICIAL OPENING OF E-BRILLIANT ON THURSDAY, 31 AUGUST 2000, 11.30 AM, AT KATONG ROOM, SHANGRI-LA HOTEL

His Excellency Steven Green, Ambassador of US
CEOs and Managing Directors of e-Brilliant
Distinguished guests, ladies and gentlemen

1 Let me begin by extending my heartiest congratulations to e-Brilliant on the opening of their 3D Animation Production Studio.

2 Technology is moving so quickly today, that I am not altogether sure whether to classify you as a media company or a dot.com company. Perhaps, that distinction is no longer important.

3 Much has been said of the convergence of technologies. But perhaps it isn't so much convergence, as it is the opening up of new markets that is important. New technologies are being fused and integrated with existing ones to create new products and services that enable new lifestyles.

4 It is a lot more absorbing to watch Superman in 3D action, than it is just to

read about his exploits in a comic book. But the range of 3D applications will go far beyond just cartoons. This is just a beginning, and I'm sure that e-Brilliant will be looking for new customers in other areas such as business, education and entertainment.

5 I would like to assure e-Brilliant that whatever field you venture into, Singapore, and especially the EDB, will be following closely your progress, and supporting you wherever we can.

6 Your business revolves around talent. We know that. Human capital and human ingenuity is the fuel of the new economy. That is why we have invested, and continue to invest heavily in developing the types of skills that companies such as yours will require.

7 For example, many of our polytechnics have introduced computer design and animation courses. Temasek Polytechnic offers a diploma in Interactive Media Design and Nanyang Polytechnic offers one in Digital Media Design. Nanyang Polytechnic also offers a Computer Animation Specialist training program for industry professionals looking to upgrade their skills in 3D animation. Likewise, Ngee Ann Polytechnic, together with Silicon Graphics, runs the Digital Effects Studio Training Center for industry professionals to develop capabilities at the high-end of animation and special effects techniques.

8 The government is also helping to promote increased awareness and interest in animation, both as careers and business opportunities. Last year, the SBA commissioned a local production of a 24-minute 3D animation, entitled RATS 2099. It debuted over TCS5 on children's day, and was well received. This year, the SBA sponsored an Animation Fiesta in June.

9 And with the issue of new TV broadcasting licenses in our local media industry, I think the industry can look forward to greater local demand for good animation productions.

10 Singapore is committed to creating an excellent environment for companies to explore and exploit new opportunities in the digital economy. Our goal is to build up our infocommunications and media cluster into a major hub that develops and delivers content and services for the global market.

11 Today's official opening of e-Brilliant's studios marks yet another milestone

towards this goal. E-Brilliant is the result of a joint venture between a US and a Hong Kong company. They could have located their studio elsewhere, but we are very glad that they chose Singapore. And I am especially glad to hear that they found it attractive to do so, because of our creative talents and strong capabilities in 3D animation. We hope more companies will join them.

12 On this note, let me once again congratulate e-Brilliant on your opening, and wish you a great and brilliant success in the months and years ahead.

13 Thank you.

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