



**RAZER AND IDMPO TO SET UP US\$20 MILLION IDM LAB IN SINGAPORE**  
*FAMED GAME DESIGNER, CHRIS TAYLOR, TO JOIN AS HONORARY  
ADVISOR*

**Singapore – September 17, 2009** – Razer™, the world’s leading brand of gaming peripherals and the multi-agency Interactive Digital Media R&D Programme Office (“IDMPO”) <sup>1</sup> hosted by Media Development Authority of Singapore (“MDA”) today announced their collaboration to establish an Interactive Digital Media (“IDM”) Lab. This is one of the most significant projects supported to date by IDMPO which was established by the Singapore Government to drive research and development (“R&D”) in IDM. With an investment of some US\$20million planned over the next few years, the Razer IDM lab will be set up for the purposes of R&D in interactive gaming technology and platforms, as well as in the creation of interactive gaming interfaces and devices to fuel Singapore’s growth as a global gaming hub.

Razer currently has significant R&D presence both in San Francisco as well as in Singapore. Besides developing cutting-edge interactive gaming interface technologies, the Razer IDM Lab also aims to help improve the core competencies of local video gaming startups through mentorship activities and seeks to be an epicenter for gaming by bringing together hardware and software creators, independent software vendors and publishers to Singapore to help local gaming talents and startups to get connected and exchange ideas with the world’s leading gaming companies.

One of the most influential persons in gaming, Chris Taylor, founder and CEO of the highly acclaimed game development house, Gas Powered Games Corp. (Gas Powered Games) will be the first of many gaming luminaries to come onboard to be an honorary advisor to the IDM Lab. Taylor is a sought after speaker by conferences around the world- his insight and vision on the state and future of the games industry will help to heighten gaming innovations in Singapore. The IDM Lab will be working closely with Taylor to enhance its core competencies to define the next-generation gaming paradigm for gamers worldwide.

---

<sup>1</sup> Media Development Authority (MDA), Economic Development Board (EDB), Infocomm Development Authority (IDA), the Agency for Science, Technology and Research (A\*STAR), Defence Science and Technology Agency (DSTA), DesignSingapore Council, Singapore Science Centre, Ministry of Education (MOE), Ministry of Information, Communications and the Arts (MICA) and the Ministry of Trade and Industry (MTI).



"I am pleased and excited to be invited by Razer to join as an honorary advisor to the IDM Lab. I see many areas of synergy and potential for us to get connected and explore ideas," said Chris Taylor.

Razer's innovation office in Singapore currently hires around 100 employees. With the establishment of the Razer IDM lab, the Company looks to double its staff strength here over the coming 2-3 years.

"Singapore has been a choice location for Razer to base one of our global innovation centers; the high level of innovation and global connectivity in Singapore has been a boon to Razer's growth," said Robert Krakoff, President of Razer.

"The establishment of the Razer IDM lab in Singapore is a significant milestone for the local games industry. As Razer is a cult brand amongst gamers and game publishers, its presence will enhance Singapore's position as a preferred place for conducting world-class R&D," said Michael Yap, Executive Director, IDMPO.

#### **About the Razer Group**

Razer™ is the world's leading manufacturer of high-end precision gaming products and peripherals that are designed "For Gamers. By Gamers™". Headquartered in Carlsbad, California, Razer's award-winning lineup of products includes desktop speakers, headsets, keyboards, mice, software, and gaming surfaces. Since 1998, Razer has collaborated with leading professional gamers to develop, manufacture and market cutting-edge gaming peripherals using proprietary technologies that give gamers the competitive edge. Razer products offer the best in precision, sensitivity, usability and distinctive product design and have a reputation for being leaders in gaming peripheral technology.

For more information, please visit [www.razerzone.com](http://www.razerzone.com)

#### **Media Development Authority of Singapore (MDA)**

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players



and increase media choices for consumers. For more information, visit [www.mda.gov.sg](http://www.mda.gov.sg) and [www.smf.sg](http://www.smf.sg).

### **Interactive & Digital Media (IDM) Sector**

The development of the IDM sector requires the collaboration of a diverse range of public sector agencies, educational institutions, industry players and other stakeholders. To achieve this, the National Research Foundation has allocated \$500 million over the next five years from 2006 to fund the development of a strategic IDM research programme and the set-up of a multi-agency IDM R&D Programme Office within the Media Development Authority of Singapore to oversee R&D initiatives in the IDM space. This multi-agency team coordinates a cross-disciplinary effort to deepen Singapore's research capacity in IDM. More information on IDM can be found on [www.idm.sg](http://www.idm.sg)

### **The National Research Foundation (NRF)**

The National Research Foundation (NRF), a department under the Prime Minister's Office, sets the national direction for research and development (R&D) by developing policies, plans and strategies for research, innovation and enterprise, funds strategic initiatives, builds up R&D capabilities and capacities through nurturing our own and attracting foreign talent, and coordinates the research agenda of different agencies to transform Singapore into a knowledge-intensive, innovative and entrepreneurial economy. It provides secretariat support to the Research, Innovation and Enterprise Council (RIEC), chaired by the Prime Minister. A five-year budget of S\$5 billion has been allocated to the NRF in 2006 to achieve this mission. For more information, please visit [www.nrf.gov.sg](http://www.nrf.gov.sg)

National Archives of Singapore

#### **Press contacts:**

#### **Razer (Asia Pacific)**

Kate Tan

[kate.tan@razerzone.com](mailto:kate.tan@razerzone.com)

#### **Media Development Authority**

Jasmine Wong

Hp: 97263158

[Jasmine\\_wong@mda.gov.sg](mailto:Jasmine_wong@mda.gov.sg)