

News Release

For Immediate Release

Singapore Media Showcase debuts at Shanghai World Expo

28 July 2010 - Come 1 August, visitors to the Singapore Pavilion at the Shanghai World Expo can look forward to a smorgasbord of colourful sights and sounds, reflecting the rich diversity of the Singapore media scene.

The Singapore Media Showcase, presented by Media Development Authority (MDA) from 1 – 21 August at Level 1 of the Singapore Pavilion, promises over 72 square metres of a multi-sensory media experience, powered by cutting-edge technology from Singapore's homegrown interactive digital media companies. Visitors will be able to experience a three-dimensional downtown Singapore through Singapore's very first stereoscopic 3D racing game developed by TQ Global; engage in next generation learning through Mixed Reality that is commercialized by MXR Corporation Pte Ltd; and enjoy the best of Singapore film, television and animation presented through stereoscopic 3D and High Definition (HD) technology. These media exhibits follow the successful premiere of *Every Touching Moment*, a seven-minute music video featuring well-loved local talents Stefanie Sun, JJ Lin, Tanya Chua and A-Do, produced by MDA and Singapore Tourism Board (STB) and currently playing at Level 2 of the Singapore Pavilion.

MDA Chief Executive Officer Dr Christopher Chia said: "Over the past years, Singapore media content and applications have made inroads into the global market; with our television content seen in some 70 countries and our digital media applications enjoyed by millions in over 210 countries. The Shanghai World Expo is an excellent platform to further showcase Singapore media content and technologies to the world, thereby raising awareness and appreciation of these digital

commodities, which after years of research and development are now commercially available for everyone to enjoy.”

With strong support from MDA, the exhibiting companies have already made plans to scale up their respective projects to greater heights beyond the Shanghai World Expo. In addition to its online launch, TQ Global Pte Ltd will unveil *3D TQ Motor* across Asian and Chinese cities. The racing game will also make a homebound trip to the Singapore F1 pit stop in September, allowing local racing fans to have a go at the country’s very own 3D stereoscopic car race. MXR Corporation Pte Ltd, on the other hand, is exploring integrating its mixed reality products with other popular social networking applications such as Facebook, Twitter or Google Earth, to reach out to more users with a multi-sensory Mixed Reality experience across multiple platforms.

Multi-sensory Media Experience

Anticipated to be a hit with visitors to the Singapore Pavilion is *3D TQ Motor*, the first 3D stereoscopic racing game to be developed in Singapore that combines the excitement of live, on-location gaming with the simultaneous global reach of the Internet using a new technology called MMO-IBOE (Massive Multiplayer Online Internet Based On-Location Entertainment). For each round, four players will don special 3D glasses and pit their motoring skills against one another in real time, blazing through downtown Singapore from their cockpits in a heady mix of speed, action, sound and breathtaking visuals.

Next, visitors will get a taste of “next-generation learning” through four educational and interactive applications developed by MXR Corporation Pte Ltd, a leading proponent of mixed reality technology in Singapore. Through *wlzQubes™*, *wlzCards™*, *wlzOpedia™* and *wlzDirector™*, users can manipulate and interact with physical and digital objects in real time, effectively allowing them to merge the real and virtual worlds and experience a whole new way of learning and storytelling. The showcase will also offer an exclusive preview of the prototype of *wlzLab™*, an educational PC game currently in development. The game will enable children to perform and create their very own Mixed Reality science experiments, helping them explore and learn about Chemistry, Biology, technology and the world in an independent and immersive fashion.

Entertaining audiences at the other end of the Singapore Media Showcase will be several 3D and HD screens, featuring the best of made-in-Singapore film, music, television and animation. Visitors will be able to enjoy snippets from over 20 popular or award-winning Singaporean titles such as *The Little Nyonya* (小娘惹), Singapore's highest-rated drama series in 15 years that made waves in Shanghai this year, *Dinosaur Train*, an animated series co-produced by Sparky Animation and The Jim Henson Company that clinched the top spot on PBS Kids in North America last December and *I Not Stupid II* (小孩不笨 2), a box-office success that premiered in China during the 15th Golden Rooster and Full Blossom Film Festival (金鸡百花电影节) in Hangzhou.

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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 Global Media City and positioning it at the forefront of the digital media age. MDA spearheads initiatives that promote developments in film, video, television, radio, publishing, music, games, animation, media services 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, please visit www.mda.gov.sg and www.smf.sg.



The Singapore Media Showcase, presented by Media Development Authority (MDA) from 1 – 21 August at Level 1 of the Singapore Pavilion



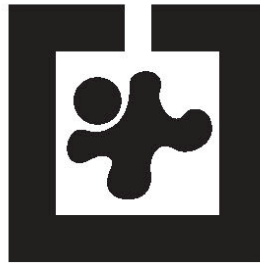
Top left: Singapore's first stereoscopic 3D racing game, 3D TQ Motor

Top right, right: Next-generation learning powered by mixed reality technology





Experience Mixed Reality Now!



INSTRUCTIONS

1. Print out the black square marker () and place it on a rigid, flat surface. (For best results, print on thick, non-reflective paper.)
2. Connect a USB webcam to your computer.
3. Visit:
www.mxrcorp.com/wizcards/SingaporeFlyerInAR/index.html
4. If this is the first time you are running this newly-released application, you will be prompted to download and install the MXR Web3D Player. You will only need to install this plug-in once.

TIPS

1. Rotating the marker, you can see different angles of the 3D modeling.
2. Use your finger to tap on the marker to interact with the 3D object/character.
3. Tap the marker, rather than leaving your finger over the marker for too long.
4. Move the marker to the bottom left corner of the screen so it is within the magic circle, in order to see more information. You can also tap this marker again to visit the corresponding website.

TROUBLESHOOTING

1. Ensure the MXR Web3D player has been installed successfully.
2. Ensure your USB webcam is working properly.
3. Ensure the surrounding lighting is not too dark or too bright, but somewhere in the middle.
4. Ensure the marker is within the camera's view range, with the black square facing the camera.
5. Ensure the black square on the marker is not being occluded.
6. If you still have problems viewing the 3D model, please refer to the system requirement in www.mxrcorp.com

This is a demo version. Enjoy the full experience on 1st of August at www.singaporeflyer.com

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