

MEDIA RELEASE

*Singapore
Bicentennial*
2019 Celebration



SINGAPORE BICENTENNIAL AUGMENTED REALITY AND VIRTUAL REALITY PRODUCTION TO RECREATE 200 YEARS OF SINGAPORE JOURNEY

Singapore 28 January- A consortium of six companies announced today their intention to create a series of Augmented Reality (AR) and Virtual Reality (VR) experiences to showcase Singapore's journey since its founding in 1819.

Comprising 3D design software powerhouse Autodesk; internet games publisher IAHGames; non-profit art and creative organisation The RICE Company Limited (TRCL); digital online media Storm Media; content distributor Hub Media Group; and AR/VR start-up Limitless Alliance, the Consortium plans to harness the latest technologies to create a series of unforgettable AR/ VR experiences across web, TV and mobile.

Commenting on the Consortium's collaborative project, **Singapore Bicentennial**, Aravind Vasu, Founding Partner of Limitless Alliance said, "The transformation of Singapore from an obscure fishing village to the modern connected metropolis that sits at the heart of the global village, is a compelling story that is shouting out to be told. I am very happy that this Consortium has come together to recreate 200 years of Singapore's journey in Augmented Reality and Virtual Reality."

Mr Tan Tee Tong, Director of The RICE Company Limited, one of Singapore's leading youth arts training organisations added "We are always on the lookout for innovative ways to develop arts, culture and creative talent amongst our youth. Participation in this Consortium enables our beneficiaries to acquire a broad set of future ready skills

and capabilities including AR/VR from Autodesk software as well as gamification from IAHGames.”

A key feature of the **Singapore Bicentennial** AR/VR showcase is a celebration of the urban planning and architectural transformation of Singapore from the mangrove swamps that greeted Sir Stamford Raffles when he first arrived on 28 January 1819 to globally recognised icons such as Changi International Airport, Marina Bay Sands and Gardens by the Bay.

“From the Buddhas of Bamiyan to the Apollo 11, we have been contributing to the digital preservation of the world’s cultural relics for years. The national scale of this project will enable generations of Singaporeans – as well as people from every part of the world – to be immersed in our rich history through the power of VR,” said Rama Tiwari, Regional Director, Autodesk ASEAN.

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About The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connects communities in Singapore with the world. Its core areas of expertise lies in enlivening places and spaces through place making and content creation; building cultural capital through the engagement of arts with business; and developing linkages with communities around the world.

TRCL currently manages two social funds (The Business Times Budding Artists Fund and Sing50 Fund), three creative spaces (The Little Arts Academy, 10 Square at Orchard Central and The Pavilion at Far East Square) and two subsidiaries (Global Culture Alliance and Millet Holdings).

More information is available at www.therice.sg.

About Autodesk

Autodesk makes software for people who make things. If you’ve ever driven a high-performance car, admired a towering skyscraper, used a smartphone, or watched a great film, chances are you’ve experienced what millions of Autodesk customers are doing with our software. Autodesk gives you the power to make anything. For more information visit autodesk.com or follow [@autodesk](https://twitter.com/autodesk).

About IAHGames

Infocomm Asia Holdings aims to consolidate the online games market in Southeast Asia and be the leading operator and distributor in the region. IAHGames offer publishers and developers a single point of access to bring the best games from around the world to gamers in Southeast Asia. IAHGames have the local knowledge, management experience and technical expertise necessary to be successful in this diverse market.

About Limitless Alliance Pte Ltd

Limitless Alliance is a gold value-added partner of Autodesk and is building regional community portals and marketplace to engage content creators from all industries. By leveraging on its founders' game industry experience, Limitless has a wealth of VR/AR and gamification capabilities. Limitless aims to provide sustained value to the end users of Autodesk software via community engagement and enrichment. Limitless also provides training and certifications for Autodesk software regionally.

About Hub Media

Hub Media is a global film, content and format distribution company with production and financing capabilities, IP creation, production management services, content and licensing expertise. The core service include consultancy in media management providing customised solutions to the needs of cable operators. Hub Media was incorporated in Singapore in 2007 and co-produces and distributes content spanning a range of genres: Children, Documentary, Lifestyle, Drama, Film and Formats. As a distribution company with offices located in Singapore with audio and sound stage capabilities in the Philippines, Hub Media spearheads and guides all aspects of R&D, media management, providing consultancy and management services from as early as the initial conception of an IP to product development stages right through to post-production. The biggest supplier of Latin telenovelas and Tagalog dramas in Asia, Hub Media also has in excess of 200,000 hours of Film, Television, Music and Content rights.

About Storm Media

STORM has won international recognition for its editorial and design, including successive World Association of Newspaper (WAN-IFRA) awards. In its current form as an online magazine, www.storm.sg it reaches an influential audience of business leaders with content that seeks solutions to trending issues.