



Press Release

24 April 2008

Manipulate a Robot, Let it Tell Your Singapore Story

- S'pore Discovery Centre launches Singa-Bot 2008

1. S'pore Discovery Centre (SDC) today announced the launch of Singa-Bot 2008, a robotic competition with a twist. Members of the public will have the opportunity to tell their "Singapore Story" through an unusual medium – a robot.
2. BG Lawrence Chua, Executive Director of SDC, said, "Singa-Bot is not like other robotic competitions. It will focus on the participants' creativity, how captivating and original their Singapore stories are, and how they can bring the stories to life with a robot."
3. The Singapore Story theme is intentionally kept broad to give contestants free reign of their imagination. Entries can take the form of a song, poem, short story or any other innovative format. It can touch on anything Singaporean, from history, way of life, quirky behaviours to challenges we face and progress made by the nation. It can be inspired by the past, present or a vision of the future. There are almost no boundaries except for an 800-word or five-minute limit for written or media submission respectively.
4. Daniel Lim, Director for Marketing added, "This competition is not just an avenue for young Singaporeans to showcase their talents, creativity and flair, it is also about teamwork, determination in achieving one's goal and what the Singapore spirit is all about."
5. There are two rounds of selection for Singa-Bot 2008. In Round One, all entries will be judged according to the creativity and content towards the "Singapore Story" theme. Five teams will be selected for Round Two from each of the three categories in the contest (Secondary, Tertiary and Open).
6. Each of the 15 teams will then be provided with a robot and be trained in basic programming to manoeuvre the robot to tell each team's individual Singapore Story. The final judging will emphasize creativity in marrying the unique execution of each story. There will also be a 10 percent online voting component.
7. Singa-Bot is the second project under SDC's "The Young Talents Showcase" initiative. To mark the launch of the competition, a roadshow will be held from 26 to 27 April at Plaza Singapura.

8. Robots specially programmed to dance to upbeat music will be the highlight at the roadshow. Their 15 minutes dance routine showcases the agility and flexibility possible through careful programming and will make for good visual entertainment.

Event:	Launch of Singa-Bot 2008
Venue:	Plaza Singapura (near main entrance)
Dates:	26 & 27 April 2008 (Saturday & Sunday)
Timings:	From 12.30pm to 8pm
Programme:	Dancing Robots performance every 1.5 hours for 15 minutes

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Facts on Singa-Bot 2008:

- Three categories: Secondary; Tertiary; and Open (including members of the public, international schools, interest groups/ societies/ clubs)
- Maximum of four members per team
- Submission period from 26 April to 25 May
- Only 15 teams will be shortlisted (5 from each category) for the finals. Finalists will undergo a briefing session (1 June) & a two-day intensive training on how to work the robots (7 & 8 June)
- Each finalist team will be provided with one robot for programming moves to bring their concept to life
- Informal training slots will also be available from 9 June to 11 July
- Finalists to submit their final creation to SDC by noon, 12 July
- Online voting will constitute 10 percent of the final judging process and will be available from 19 July on the SDC website
- An exhibition at SDC will showcase the 15 final creations from 19 July onwards (including features of their training and preparation process through short clips, interviews, write-up etc)
- The winning team of each category will walk away with a S\$3,000 cash prize (S\$9000 in total for all three categories)

About S'pore Discovery Centre:

S'pore Discovery Centre (SDC) is a state-of-the-art 'edutainment' attraction that celebrates the Singapore Experience. It is not only for the young, but the entire family with its wide range of fun-filled multi-media interactive presentations and games. Guests can experience the Singapore Story with insights into the nation's challenges, dreams and aspirations, and ultimately what makes Singapore tick – the Singaporean heartbeat.

Media Contact:

Greg TING Wee Liang
PR Consultant
HP: +65 9791 7870; Email: greg.ting@gmail.com