



The 15th International Digital Multimedia & Entertainment Technology  
Exhibition & Conference



Media Development Authority  
Singapore

## News Release

For immediate release

### Growth of BroadcastAsia2010 Powered By Stronger Participation of Singapore Companies

3D technologies take centre stage at Asia's leading digital multimedia and entertainment technology event.

Singapore, 8 June 2010 – BroadcastAsia, the region's leading trade event for the broadcasting and media industry, will boast a larger showcase of the latest technologies and products when it returns for its 15<sup>th</sup> edition from 15 – 18 June 2010 at the Singapore Expo. Boosted by the growth potential of the broadcasting and media industries in Asia, companies from 41 countries have taken up 16 per cent more space within the 16,000 square metres exhibition this year. BroadcastAsia2010 will feature 121 Singapore companies and a total of 620 exhibitors.

The number of participating Singapore companies has increased by 27 per cent compared to last year – this positive response underscores how more local companies are using BroadcastAsia as an ideal platform to reach new customers and partners in Asia and beyond.

"We see vast potential for growth in the broadcasting and media industries in Asia; the signs are evident in many countries that are in the midst of migrating and upgrading from analogue to digital TV," said Mr Stephen Tan, Chief Executive of the show's organiser, Singapore Exhibition Services (SES). "BroadcastAsia continues to bring value and opportunities to businesses that are keen to push the boundaries of traditional business models and expand their presence in the region."

"BroadcastAsia has grown in scale and importance over the years to become one of the most significant shows of its kind worldwide. By showcasing the best and most innovative of Asia's digital media services and applications to the world, BroadcastAsia plays a major role in reinforcing Singapore's position as a hub for digital media innovation." said Dr Christopher Chia, Chief Executive Officer, Media Development Authority of Singapore (MDA).

Singapore companies showcasing 3D capabilities at the Singapore Pavilion

A key theme of Singapore's participation at BroadcastAsia this year is a peek into the Future of Media with more space devoted to showcasing cutting-edge products and services especially in 3D, by Singapore companies at the MDA-led Singapore Pavilion, which has increased in size to 2,000 square metres from 1,200 square metres last year.

11 out of the total of 55 exhibiting Singapore companies will be promoting their 3D capabilities. SingTel and StarHub will be demonstrating their abilities in delivering 3D content on their respective platforms. For instance, SingTel will be showcasing their 3D playout capabilities to transmit 3D content via two different platforms, namely through satellite and IPTV on mio TV.

Some seven MDA-supported companies will showcase projects that provide a taste of the next-generation consumer experiences across TV, mobile and Internet platforms. An exciting development is TangoFX™ by ABOVE Technologies. It is an interactive service that provides live interactive capability for viewers to watch their favourite content across any network or device while allowing them to share, interact and socialise. The service allows viewers to completely personalise their viewing experience to match their media and entertainment lifestyle through selected social networks. It will be featured by Microsoft as one of the first few third party applications for its Windows Phone 7 platform in Asia Pacific. Windows Phone 7 is the operating system platform for the new Microsoft handheld device targeted to be released later this year.