

**FACT SHEET
(January 2017)**

**IExperience
(Info-communications Media Experience Centre)**

IExperience hopes to showcase the possibilities and benefits of Smart Nation innovations and services to the public and businesses through a range of interactive and engaging exhibits along with functional yet fun services and applications.

An Experience for Everyone

Learn about the possibilities of working and living in a Smart Nation through guided or self-discovery tours. This includes services aimed at helping businesses and those designed to improve the daily lives of citizens. The guided tours would give visitors an in-depth understanding of Smart Nation services, complete with hands-on experience. The self-discovery tours allow visitors to walk through the centre and explore exhibits at their own pace.

The Exhibits

IExperience comprises five main zones which relate closely to daily living. These are: Smart Living, Smart Workspace, Smart District, Smart Data and Smart Discovery.

i. Smart Living

With a well-connected home, our daily lives can be more convenient, liveable and sustainable. Experience how having connected appliances, sensors and network can bring convenience to you. The exhibits in this zone demonstrate how technology can improve your life – whether it is energy management, silver care or personal wellness – in the comfort of your home.

ii. Smart Workspace

Businesses, small or large, could harness infocomm technology to enhance their services and create new opportunities. For example, businesses could adopt flexible work arrangements by using Smart Work Centres near residential areas or Workpods in public spaces for better productivity and work-life integration. These alternative work spaces offer a conducive environment equipped with work essentials like wi-fi, printers and video conferencing facilities.

iii. Smart District

A key enabler of the Smart Nation vision is a robust and pervasive infrastructure known as the Smart Nation Platform (SNP). This platform will bring together a sensor network, better wireless coverage and data analytics abilities. This would provide better situational awareness for the delivery of

public services to improve the living environment and commuting experience for everyone.

iv. Smart Data

Data visualisation may provide new insights to help people make more timely and informed decisions. As part of the efforts to build a Smart Nation, Singapore is exploring the use of data and analytics in decision making to benefit both citizens and companies.

This section also features Data Visualisation applications which were developed by the local community. These applications tell meaningful stories of life in Singapore using open data, helping visitors to visualise how we live, work and play.

v. Smart Discovery

Building a Smart Nation is a whole-of-nation journey for Singapore. While the Government is building the relevant infrastructure, policies, ecosystem and capabilities, it is also encouraging a co-creation of solutions between the Government and citizens. In this zone, visitors can try Government applications that provide relevant and useful real-time information at the finger tips.

Location and operating hours

IExperience is located at Esplanade Xchange, along the linkway between Raffles City and Suntec City. It is open from 10am to 8pm daily. Admission is free.

For media queries, please contact:

Sharon See (Ms)
Manager, Industry & Marketing Communications
Tel: +65 6211 1778
Email: sharon_see@imda.gov.sg