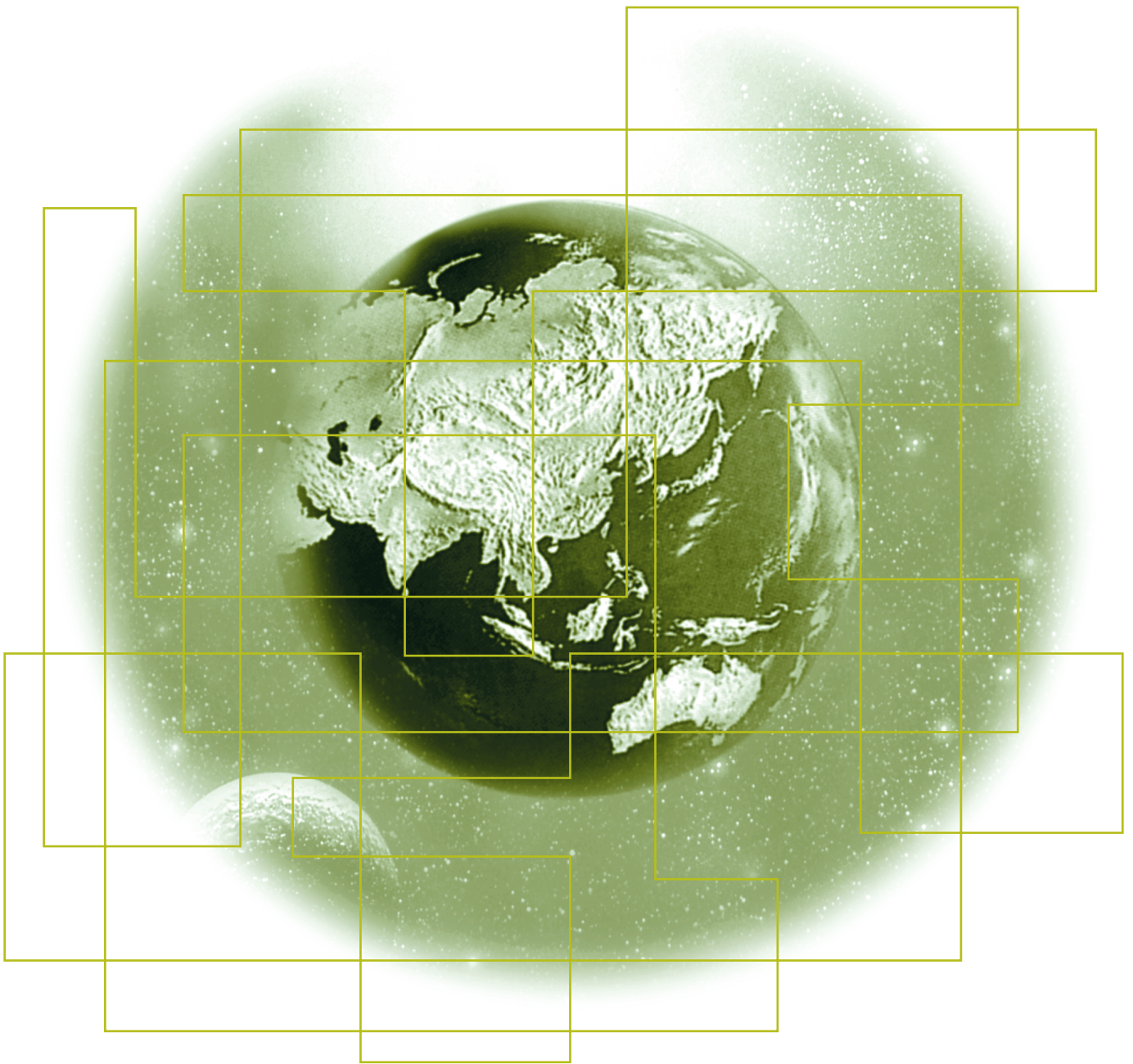


Infocomm 21

Singapore **Where the Digital Future Is**



To develop Singapore into a vibrant and dynamic global Infocomm Capital
with a thriving and prosperous e-Economy and a pervasive
and infocomm-savvy e-Society.

SINGAPORE WHERE THE DIGITAL FUTURE IS

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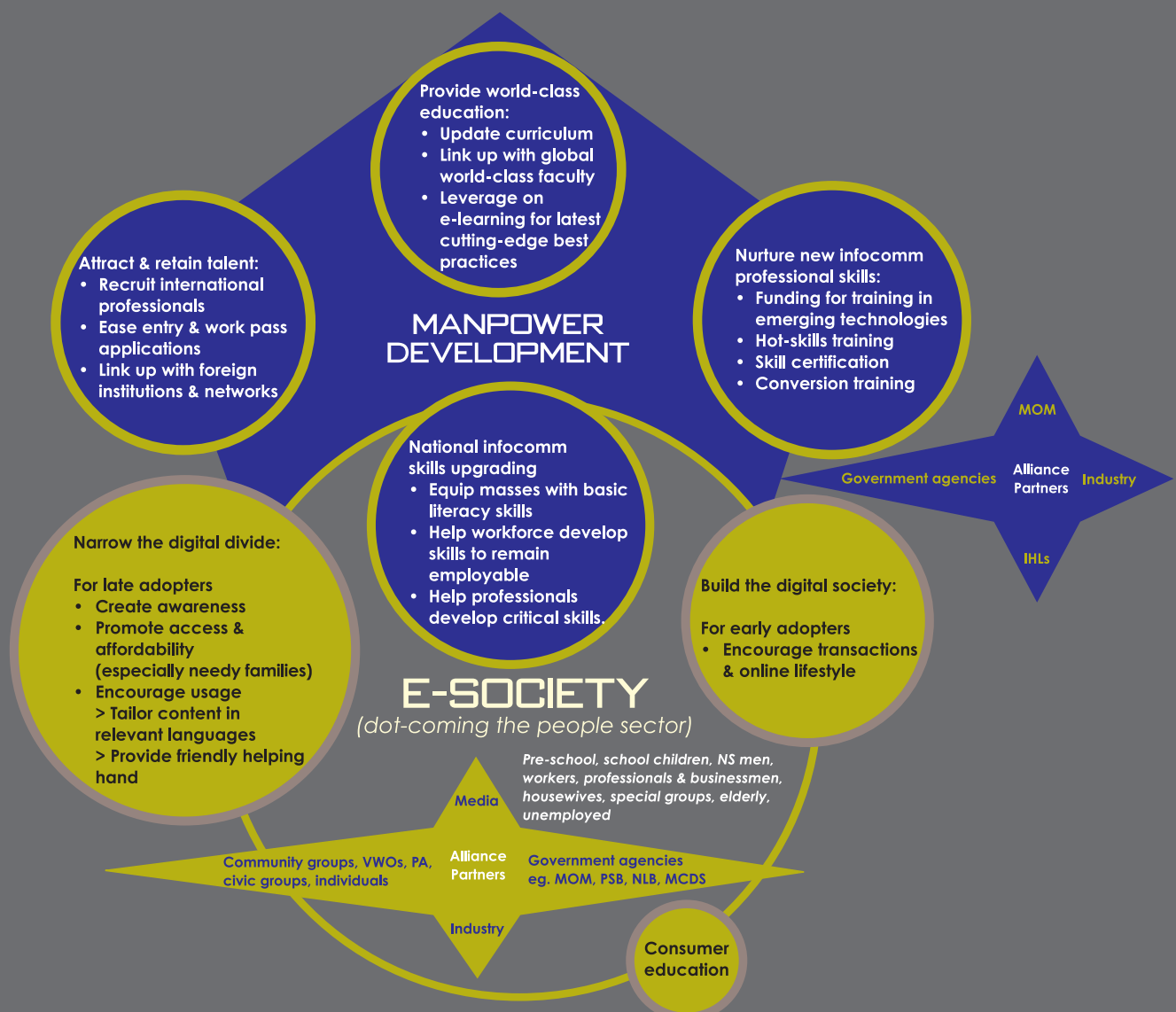
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SINGAPOREANS ONLINE (DOT-COMING THE PEOPLE SECTOR)



SINGAPOREANS ONLINE (DOT-COMING THE PEOPLE SECTOR)

Singapore is one of the world's leading nations in terms of PC and Internet penetration in homes and businesses. The 1999 IT Household survey reported that 59% of households in Singapore own a PC and 42% have Internet access¹. Notwithstanding this, we need to protect against a potential digital divide between various segments of the population.

VISION

The vision is to develop Singapore into a leading infocomm-savvy society with a pervasive e-lifestyle. Every Singaporean, regardless of social standing, income level, age group, ability or ethnic group will have an opportunity to benefit from the New Economy and enjoy a rewarding e-lifestyle.

DESIRED OUTCOMES

The desired outcomes are:

- Singapore among the top 5 infocomm-savvy societies in the world by 2005
- 70% of school-going and adult residents to make use of infocomm technology in their daily lives by 2002

KEY STRATEGIES AND INITIATIVES

Strategy 1: Improving Infocomm Accessibility to All



Improving access to infocomm services for all Singaporeans involves affordability, availability of supporting physical infrastructure, and awareness and training programmes.

With the National IT Literacy programme announced by the Prime Minister in August 2000, the Government is making a major effort to help ensure that all Singaporeans, whatever their age or background, can have training in basic IT and Internet literacy:

- A comprehensive programme, covering pre-schools, school-going children, National Servicemen, workers, professionals, unemployed, housewives, retired and disabled. The emphasis will be on basic literacy, with training tailored to the interests and needs of individual groups and emphasising the practical value of IT and Internet access. Provision will be through a wide range of agencies, community organisations and vendors. We will encourage industry initiatives and pilot programmes to "dot-com" communities, e.g., wiring up Housing and Development Board (HDB) estates, broadband-enabling community centres,

¹Survey commissioned by IDA

testing wireless and Bluetooth devices, and providing affordable access at community centres and other community-level facilities. The Internet Home project at Bishan is a test site for large-scale broadbanding of HDB estates.

Strategy 2: Bridging the Digital Divide

Tailored programmes are necessary to help the lower income, the elderly, the non-English-educated, and the physically handicapped cross the digital divide.

Programmes for the Lower Income

The donation of refurbished second-hand PCs to needy families is being implemented by the community self-help groups and donor companies. The programme includes free Internet access and training.

Programmes for Non-English-Educated & the Elderly

IDA will partner with industry and community groups to develop local language content for Singapore's ethnic communities. Funding from the national IT literacy programme and other sources will help incentivise companies to develop useful applications and relevant content to generate interest in infocomm technology as a useful and productive tool. Community leaders will champion the adoption of infocomm technology and foster an e-lifestyle in the non-English-speaking communities. Specific action plans are aimed at:

- Sustaining the promotion of the National Chinese Internet Programme
- Elevating ongoing Malay and Tamil Internet initiatives to the national level.

Programmes for the Disabled

The National Council for Social Services (NCSS), IDA and private organisations are cooperating to help handicapped youths develop marketable infocomm skills and to enjoy the benefits of an online lifestyle. Donations will be used to purchase PCs and assistive equipment for needy disabled students as well as to equip the Special Education schools with hardware and software.

Strategy 3: Encouraging the Adoption of an e-Lifestyle



Programmes and events will be organised to raise awareness about infocomm technology and how it can enrich lives and provide New Economy skills. eCelebrations Singapore, a month-long public outreach programme will be held annually to educate Singaporeans about the benefits of an e-lifestyle, and to encourage them to embrace infocomm technology.

Key support initiatives include:

- Launch of the e-Ambassadors programme. Volunteers from the pool of early adopters will guide the uninitiated in using infocomm services and applications. Government will fund the training of the e-Ambassadors.
- Creation of vibrant online communities that cater to the interests of specific demographic segments.

- Encouraging online shopping through initiatives such as virtual shopping malls and online entertainment and leisure services.



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The INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE (IDA) is a dynamic organisation with an integrated perspective to developing, promoting and regulating info-communications in Singapore. In the fast-changing and converging spheres of telecommunications, information and media technologies, IDA will be the catalyst for change and growth in Singapore's evolution into a vibrant and dynamic global Infocomm Capital.