



Republic Poly Embarks on Interactive Digital Media Collaboration with EON Reality

Singapore, 16 November 2010 – Singapore is set to capitalise on the expansion of the Interactive Digital Media (IDM) industry which covers video games, animation, online/mobile media and other forms of digital entertainment. The National Research Foundation for IDM research & development (R&D) has allocated S\$500 million in a bid to boost IDM research in Singapore.

As part of the Intelligent Nation plan, there will be 10,000 new jobs added to the IDM sector by 2015. Singapore is also expected to increase the value-added contributions of the sector to S\$10 billion in five years time, up from S\$4.9 billion in 2005.

In line with its efforts to boost talent in the fast-growing IDM sector, Republic Polytechnic (RP) has signed a Memorandum of Understanding (MOU) with EON Reality (EON), a leading interactive 3D visual content management and virtual reality software provider. Under the terms of the MOU, both RP and EON will collaborate on activities such as student internship programmes, academic module development, laboratory research and more.

The MOU is a result of the close relationship that RP has fostered with EON. Already, students from RP's School of Engineering have gone on an immersion tour of the EON Californian head office and were introduced to EON's creative geniuses in interactive 3D visualisation technology. As a sign of the deep relationship, EON has also sponsored a scholarship for RP students from the Diploma in Digital Entertainment Electronics.

"The IDM industry is truly a fast-expanding sector and we need to take advantage of that. RP has always prided itself on encouraging its students to gain real-world experience and take responsibility for their learning and this is no different. We hope that through this collaboration, our students will be able to learn something from the industry and in exchange, contribute meaningfully to it as well," said Dr Wang Jianguo, Director, School of Engineering, Republic Polytechnic.

Echoing his agreement, Mr Sridhar Sunkad, Managing Director, EON Reality Pte Ltd said, "The IDM industry is growing at an extremely fast rate and we need to boost talent to ensure that new

blood is introduced to the industry. We're very excited to be working with RP and the creativity that their staff and students have brought to the collaboration is impressive. We hope that this partnership will spur an increased interest in the IDM industry.”

The MOU signing ceremony also coincided with the official opening of **NEXTspace**, the flagship lab for the diploma in Digital Entertainment Electronics. NEXTspace aims to showcase the latest products in digital entertainment systems and technologies and the lab will also be used for further research & development in the IDM space.

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About Republic Polytechnic

The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and one centre offering thirty four courses in Information and Communications Technology, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, and Culture and Communication. Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and a life-long learning attitude. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, TR19, People Developer Standards, Singapore Quality Class and Singapore Innovation Class. For more information, visit <http://www.rp.sg>

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