



FOR IMMEDIATE RELEASE

Share Your Sentosa Selfies with the World at free Wi-Fi hotspots

- *Wireless@SG service now available at four areas in The State of Fun*
- *Guest experience to be further enhanced with trial initiative*

Singapore, 30 September 2014 – Sentosa Development Corporation (SDC) and M1 Limited (M1) jointly announced today the introduction of the Wireless@SG service in Sentosa – *The State of Fun*, on a one-year trial basis. Visitors can now enjoy free Wi-Fi at four areas: the Beach Station¹, Imbiah Lookout, The Port of Lost Wonder, and Mount Faber Leisure Group's (MFLG) facilities². These locations are Sentosa's key transport hubs and popular points of interest.

“Sentosa is constantly looking for ways to improve guest experience. We want to be a smart island tapping on technology to offer our guests better value and greater convenience. Over the past three years, we have invested in various mobile solutions³ so that our guests on the island

¹ Wireless@SG coverage at Beach Station will include the Bus Bay, *Tastes of Asia*, and the *Skyline Luge*.

² MFLG's facilities include the cable car stations at HarbourFront and Imbiah Cable Car Plaza, as well as its retail and F&B outlet.

³ Refer to Annex A for more details on Sentosa's ICT solutions.

can have useful information on hand and better enjoy the island's offerings," said Mr Eu Kwang Chin, SDC's Divisional Director for Information Technology.

"In a world where connectivity on the go is increasingly important, this initiative will add to our guest services by providing visitors easier access to information on Sentosa's exciting attractions and dining options. They can also obtain directions for getting around the island, and share photos of their island adventures on social media with their friends instantaneously – all at no cost," he added.

With Wireless@SG on *The State of Fun*, visitors can surf without worrying about incurring excessive data usage charges. This Wi-Fi service on Sentosa Island is one of the largest free outdoor Wi-Fi sites in Singapore, where guests can stay connected while moving between attractions, or even as they bask in the sun on the beach.

"Wireless@SG access allows Sentosa visitors, especially tourists, to enjoy a much richer experience during their visit, and M1 is pleased to partner Sentosa to provide this service to its guests and businesses. We look forward to working with Sentosa and other tourist destinations to further enlarge Singapore's Wireless@SG footprint to enhance the visitor experience," said Mr Willis Sim, Director, Product Development and Enterprise Services for M1. M1 operates more than half of Singapore's Wireless@SG hotspots.

"IDA is heartened by the strong support from Sentosa to expand the Wireless@SG footprint onto Singapore's leading leisure and lifestyle resort destination. Since the Wireless@SG rollout in Sentosa, we are seeing an approximate 20,000 to 40,000 users accessing the free Wi-Fi daily onsite. IDA, with the support of Wireless@SG operators and venue owners, will continue to roll out more hotspots progressively," said Mr Khoong Hock Yun, IDA Assistant Chief Executive, Development Group.

Guests can enjoy download speeds of up to 2Mbps at Wireless@SG hotspots. They will also be able to get connected easily on iOS (5.0 and above), Android (4.0 and above), Windows Phone 8.1 and BlackBerry (OS10) devices, through the EAP-SIM (Extensible Authentication Protocol-Subscriber Identity Module) automatic login feature.

In addition, Sentosa guests connected to Wireless@SG can also tap on the free Wi-Fi to make use of SDC's mobile solutions such as the RFID-based Sentosa Play Pass, MySentosa and SentosaLens mobile applications, and the Sentosa Online Store. These applications with interactive features provide valuable and real-time information about Sentosa, allow guests to purchase tickets and easily navigate the island, and also learn interesting facts about Sentosa and its various attractions.

To ensure that the Wireless@SG initiative enhances guest experience further, SDC will study the take-up rate and usage patterns at the four hotspots during the trial period, before proceeding with roll-out plans in the subsequent phases of the initiative as necessitated by demand. These could include extending coverage progressively to more locations island-wide, or raising surfing speeds up where appropriate.

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About Sentosa

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore's only cable car service.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences - making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. In 2013 and 2014, Sentosa Golf Club hosted the HSBC Women's Champions, featuring the world's best female golf professionals. This prestigious ladies event will continue teeing off at the Serapong till 2015.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit www.sentosa.com.sg.

About M1

M1 is Singapore's most vibrant and dynamic communications company, providing mobile and fixed services to over 2 million customers. Established in 1997, M1 achieved many firsts, including the first operator to offer nationwide 4G service, as well as ultra high-speed fixed broadband, fixed voice and other services on the Next Generation Nationwide Broadband Network (NGNBN). With a continual focus on network quality, customer service, value and innovation, M1 links anyone and anything; anytime, anywhere. For more information, visit www.m1.com.sg.

About Infocomm Development Authority of Singapore

The mission of the Infocomm Development Authority of Singapore (IDA) is to develop information technology and telecommunications within Singapore with a view to serve citizens of all ages and companies of all sizes. IDA does this by actively supporting the growth of innovative technology companies and start-ups in Singapore, working with leading global IT companies as well as developing excellent information technology and telecommunications infrastructure, policies and capabilities for Singapore. For more news and information, visit www.ida.gov.sg.

Sentosa Development Corporation's ICT solutions

Sentosa Online Store – <http://store.sentosa.com.sg>

The Sentosa Online Store is a one-stop shop for most of Sentosa's attractions, packages and events, which allows guests the convenience of pre-planning their trip to Sentosa. Tickets can be purchased online and guests only need to flash the email confirmation code at on-island ticketing counters to redeem their tickets. Also in the pipeline are plans to install kiosks around the island for self-redemption, to provide even greater convenience. New features such as "Help me pick a Play Pass" help guests choose the attractions most suitable for them based on their preferences or the amount of time they would be spending on the island.

Sentosa Play Pass

Launched in 2012, the Play Pass is a single ticket enabled with radio frequency identification (RFID) technology that allows guests to visit multiple attractions without having to queue up and purchase tickets at each attraction. Simplifying the ticketing process with a one-time purchase, the Play Pass also provides guests with value for money, flexibility to enjoy various attractions at their own time, and more time to experience Sentosa. For Sentosa's operations, the Play Pass system offers a secure manner to validate and authorise access to the attractions.

Sentosa mobile applications (IOS, Android)

MySentosa app

The MySentosa app provides valuable real time information, allows for easier planning with suggested itineraries, and facilitates navigation around Sentosa with location-based promotions. The latest upgrade to the app includes a mobile ticketing module, so guests can purchase tickets to attractions and events while on the go.

SentosaLens

SentosaLens is a photo app with a gamification platform built to inject a wow factor into the guest experience with clever use of augmented reality (AR) and intelligent location based services. It allows guests to take cool photos and learn fun facts while on Sentosa. To enhance guest loyalty and engagement, the content is updated regularly – the latest feature added is "Finding Dr H. @ Images of Singapore", where guests can go on an exhilarating adventure and explore Images of Singapore.