

NR / 33 / 2007

27 September 2007

## Four SMEs ink RFID Collaborations with A\*STAR

1 Radio Frequency Identification (RFID) will soon be making a difference in the retail, healthcare, pharmaceutical and logistics industries. Two Memoranda of Understanding and two Technology Licensing Agreements were signed today at the *National RFID Centre User Conference and Technology Exhibition* to help accelerate RFID adoption in Singapore, particularly among SMEs. The Guest-of-Honour was Mr Lim Chuan Poh, Chairman of A\*STAR.

2 The National RFID Centre was set up one year ago by A\*STAR, EDB, IDA and SPRING Singapore as a focal point of the government's efforts to help local enterprises tap RFID to improve business and deliver value to their customers.

3 Said Mr Lim Chuan Poh, A\*STAR Chairman, "Today's four industry collaborations demonstrate the momentum and traction of Singapore RFID adoption in various industries that includes Mass Merchandising, Healthcare & Pharmaceutical, F&B Retail, and Logistics. Clearly, visionary SMBs as well as large enterprises are leveraging on RFID technologies to enhance their future business growth. We are happy that A\*STAR technologies can help to strengthen the competitive advantage of our local enterprises."

4 The four industry collaborations signed include:

**(a) MOU to jointly develop RFID-enabled Shopping Carts**

***MediaCart Asia, Exploit Technologies, Institute of Microelectronics and Singapore Institute of Manufacturing Technology***

MediaCart's RFID-enabled shopping carts may soon make a difference in how retail brands interact with shoppers at the point of purchase in the store, where most buying decisions are made. Long recognised for its forte in enhancing logistics and

warehousing, RFID will be brought for the first time to the shop floor. MediaCart Asia will invest S\$2.5 million into developing RFID-enabled shopping carts that will enable retailers to better understand consumer buying behaviour and reach out to their customers more effectively through real-time in-store advertising and promotions.

MediaCart Asia is in discussions with supermarket chains for a pilot trial. When completed, shoppers will enjoy a new shopping experience with real-time information about promotions, greater convenience with an electronic shopping list that helps them locate their products more quickly, recipes and nutritional information as they browse, and faster checkout. MediaCart Asia's project is supported by SPRING under the **Technology Innovation Programme (TIP)**.

**(b) MOU to apply RFID technology in Electronic In-Patient Medical Records and Integrated Enterprise Pharmacy System**

***Singapore Computer Systems Limited (SCS), Exploit Technologies and Singapore Institute of Manufacturing Technology***

SCS will tap A\*STAR's technological expertise for RFID projects for the healthcare and pharmaceutical services industries including:

- Using RFID for healthcare solutions such as electronic in-patient medical records (eIMR) that will enhance patient safety by ensuring that the right medications are administered at the right time. This will also improve productivity and cut human errors through RFID-enabled patient identification, tracking and medication dispensing.
- Enhancing SCS' Integrated Enterprise Pharmacy System, iPharm, will be enhanced with A\*STAR's SmartShelf RFID technology for better inventory management and tracking of drugs, medical equipment and people in the pharmaceutical industry.

**(c) Licensing Agreement to develop system for tracking the shelf life of food at F&B retail establishments**

***ST LogiTrack, Institute for Infocomm Research (I<sup>2</sup>R) and Exploit Technologies***

An RFID antenna design from the Institute for Infocomm Research (I<sup>2</sup>R) will be licensed to ST LogiTrack to build a state-of-the-art, RFID-based system to track the freshness of food at F&B retail outlets such as supermarkets and delis. The key benefit will be in ensuring that food sold to consumers is of optimum freshness, especially those with short shelf life such as dairy products and seafood.

**(d) Licensing Agreement to develop infocomm software suite for RFID-enabled logistics**

***Eucharist-Tech, Exploit Technologies and Singapore Institute of Manufacturing Technology***

Eucharist-Tech has licensed SIMTech's Business-to-Business integration (B2Bi) Gateway software to jumpstart the development of a suite of software for supply chain execution and collaboration, including RFID-enabled secure end-to-end supply chain tracking, order management and vendor-managed inventory processes.

By reducing the need for complex and costly infocomm technology infrastructure and maintenance, such software will boost the productivity of business-to-business collaborations in a wide range of industry sectors, including electronics manufacturing, logistics and distribution, chemicals and pharmaceutical. In particular, they will pave the way for smoother and cost-effective collaborations between large companies and their SME partners.

Information about the four industry collaborations can be found in [Annex 1](#).

5. The government's drive for RFID adoption is timely as one of the top growth strategies cited by SMEs is the drive to improve cost competitiveness. Mr Edwin Chow, Director for Technology Innovation, SPRING Singapore, urged SMEs to tap niche technologies that will enhance their capabilities to offer more cost-effective and competitive solutions for their customers. "While RFID is not new, the potential for SMEs to benefit from its use has increased," he said. "By smart adoption of RFID, SMEs can increase their own operational efficiency and increase their customers' profit through better supply chain management and customer interaction."

6. Mr Boon Swan Foo, Executive Chairman of Exploit Technologies said, "Companies like SCS is strategically positioning themselves well to tap on the growth of this industry regionally with a focus on Healthcare and Pharmaceuticals. Mediacart wants to leverage on RFID to create new enhanced shopping experience and generate more sales through interactive advertising. A spin-off from ETPL/A\*STAR, FeRmi is well positioned in the ecosystem to support both local and global companies."

7 This event marks the first anniversary of the National RFID Centre, a multi-government agency effort by the Agency for Science, Technology and Research (A\*STAR),

the Economic Development Board (EDB), the Infocomm Development Authority (IDA) and SPRING Singapore. It is also the second Technology Networking Session for SMEs jointly organised by A\*STAR and SPRING Singapore. A full-day RFID User Conference and Technology Exhibition was also held on the same day at the National RFID Centre sited at the Singapore Institute of Manufacturing Technology (SIMTech), attracting 300 participants from the industry. Eleven presenters from private companies and one business association shared with the participants how RFID has been adopted and revolutionised their business processes.

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#### **About SPRING Singapore**

As the agency for enterprise development, SPRING Singapore aims to enhance the competitiveness of enterprises. We help to nurture a pro-business environment, facilitate the growth of industries and enhance innovation and enterprise capabilities of small and medium enterprises for better access to markets and business opportunities.

SPRING Singapore is also the national standards and conformance body. We help to lower technical barriers to trade, provide quality assurance for products and services and promote industry use of Singapore and international standards.

Please visit [www.spring.gov.sg](http://www.spring.gov.sg) for more information and news about SPRING Singapore.

#### **About the National RFID Centre, A\*STAR, Exploit Technologies, Institute for Infocomm Research, Institute of Microelectronics and SIMTech**

The **National RFID Centre** is a multi-government agency effort by the Agency for Science, Technology and Research (A\*STAR), the Economic Development Board, Infocomm Development Authority (IDA) and SPRING Singapore. Endorsed by the Ministry of Trade and Industry, the National RFID Centre serves as the focal point for Radio Frequency Identification (RFID) in Singapore. (website: [www.exploit-rfid.com](http://www.exploit-rfid.com))

The **Agency for Science, Technology and Research (A\*STAR)** is Singapore's national agency for science and technology, supporting the development of industry clusters. Its mission is to foster world-class scientific research and talent for a vibrant knowledge-based Singapore. A\*STAR actively nurtures public sector research and development in Biomedical Sciences, Physical Sciences and Engineering, with a particular focus on fields essential to Singapore's manufacturing industry and new growth industries. It oversees 14 research institutes and supports extramural research with the universities, hospital research centres and other local and international partners.

At the heart of this knowledge intensive work is human capital. Top local and international scientific talent drive knowledge creation at A\*STAR research institutes. The Agency also sends scholars for undergraduate, graduate and post-doctoral training in the best universities, a reflection of the high priority A\*STAR places on nurturing the next generation of scientific talent. (Website: [www.a-star.edu.sg](http://www.a-star.edu.sg))

**Exploit Technologies Pte Ltd** is the marketing and commercialisation arm of A\*STAR. Its charter is to identify, protect and exploit promising intellectual property (IP) created by A\*STAR's research institutes. This includes facilitating the IP management process (ie the protection of inventions through patents and copyrights, etc), analysing the strength of our IP and the market that they could

serve, and working with companies to commercialise the technologies. (website: [www.exploit-tech.com](http://www.exploit-tech.com))

The **Institute for Infocomm Research** is a member of the Agency for Science, Technology and Research (A\*STAR) family. Established in 2002, our mission is to be the globally preferred source of innovations in “Interactive Secured Information, Content and Services Anytime, Anywhere” through research by passionate people dedicated to Singapore’s economic success. I<sup>2</sup>R performs R&D in information, communications and media (ICM) technologies to develop holistic solutions across the ICM value chain. Our research capabilities are in information technology and science, wireless and optical communications, and interactive media. We seek to be the infocomm and media value creator that keeps Singapore ahead. (website: [www.i2r.a-star.edu.sg](http://www.i2r.a-star.edu.sg))

The **Institute of Microelectronics** is a research institute of the Agency for Science, Technology and Research (A\*STAR). Positioned to bridge the R&D between academia and industry, IME’s mission is to increase value-add to the electronics industry in Singapore by engaging in relevant R&D in strategic fields of microelectronics; supporting and partnering the electronics industry; and developing skilled R&D personnel. Its key research areas are in integrated circuits and systems; semiconductor process technologies and microsystems, modules and components. (website: [www.ime.a-star.edu.sg](http://www.ime.a-star.edu.sg))

The **Singapore Institute of Manufacturing Technology (SIMTech)** is a research institute of the Agency for Science, Technology and Research (A\*STAR). SIMTech develops high value manufacturing technology and human capital to contribute to the competitiveness of the Singapore industry. It collaborates with multinational and local companies in the electronics, semiconductor, precision engineering, medical technology, aerospace, automotive, marine, logistics and other sectors. (website: [www.SIMTech.a-star.edu.sg](http://www.SIMTech.a-star.edu.sg))

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## **Fact sheets on the Four Industry Collaborations**

### **1. MOU to develop RFID-enabled Shopping Carts**

***MediaCart Asia, Exploit Technologies, Institute of Microelectronics (IME) and Singapore Institute of Manufacturing Technology***

MediaCart Asia will tap the expertise of IME and SIMTech to develop and integrate RFID technology into trolley carts used in retail and possibly other sectors. Industrial design and styling concepts for the next generation of RFID-equipped trolleys will also be explored.

MediaCart Asia is working with supermarket retailers to explore the new retail experience and unique competitive advantage that this new generation of intelligent trolleys can offer. For the retailers, data collected by the trolleys will help them understand consumer purchasing behaviour in order to improve stock management and customer relationship management. Shoppers can benefit from real-time information about promotions, greater convenience with an electronic shopping list that helps them locate their products more quickly, recipes and nutritional information as they browse, and faster checkout.

#### **Quote :**

Founder of MediaCart Asia Dr Jannie Tay believes the MediaCart system is an innovation which has the potential to revolutionise the retail concept. “We are very excited about its potential and the benefits that MediaCart can bring to retailers, manufacturers, brand owners and particularly, shoppers,” she said. “With the strong support of Singapore government agencies including A\*STAR and SPRING, MediaCart Asia is glad that we will soon realise the 'retail dream' in Singapore!”

#### **About MediaCart Asia**

MediaCart Asia is a retail marketing media company that has licensed the MediaCart™ system from US-based MediaCart Holdings, Inc. According to CEO and President of MediaCart Holdings Inc., Mr Steve Carpenter, the relationship with MediaCart Asia will ensure a local market presence and support for retailers and advertiser.

The company’s flagship offering (the MediaCart™ system) includes a front-end advertising campaign management system, technology enabled shopping cart, and a back-end data analytics system. The MediaCart system utilises state-of-the-art technology to deliver full motion video ads with no audio to shoppers at designated locations in a retail store.

The company’s mission is to:

- Engage the shopper by offering time and money saving shopping enhancement tools
- Deliver the right message to the shopper at specific “just in time” locations in the store
- Measure the effectiveness of the shopper messaging and shopping enhancement tools
- Learn, do, learn – Analyse precise results, learn, and repeat the cycle
- Improve results – sales, consumer loyalty, operations, and profits

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## **2. MOU to apply RFID technology in (a) Electronic In-Patient Medical Records and (b) Integrated Enterprise Pharmacy System**

***Singapore Computer Systems Limited (SCS), Exploit Technologies and SIMTech***

SCS will tap A\*STAR's technological expertise for RFID projects for the healthcare and pharmaceutical services industries, including:

- (a) Using RFID for healthcare solutions such as electronic in-patient medical records (eIMR) that will enhance patient safety by ensuring that the right medications are administered at the right time. This will also improve productivity and minimise human errors through RFID-enabled patient identification, tracking and medication dispensing.
- (b) Enhancing SCS' Integrated Enterprise Pharmacy System, iPharm, with A\*STAR's SmartShelf RFID technology for better inventory management and tracking and of drugs, medical equipment and personnel in the pharmaceutical industry.

### **Quote:**

Mr Tan Tong Hai, President & Chief Executive Officer of Singapore Computer Systems Limited, said, "This collaboration combines A\*STAR's technological expertise in RFID with SCS' domain in the healthcare and pharmaceutical industries. With A\*STAR's RFID technologies, SCS will be able to offer an even richer range of healthcare and pharmaceutical IT solutions to our customers."

### **About Singapore Computer Systems Limited**

Singapore Computer Systems (SCS) is a leading information and communications technology service provider in Asia. As the provider of Trusted Services to its customers, SCS empowers organisations with competent IT professionals, using proven processes and living technologies in a timely and cost-effective manner. Trusted Services have been successfully deployed in multiple sectors including government; banking, insurance and financial services; manufacturing, logistics and distribution; healthcare; property; and telecommunications.

(website: [www.scs.com.sg](http://www.scs.com.sg))

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### **3. Licensing Agreement to develop system for tracking the shelf life of food at F&B retail establishments**

***ST LogiTrack, Institute for Infocomm Research (I<sup>2</sup>R), Exploit Technologies***

An RFID antenna design from the Institute for Infocomm Research (I<sup>2</sup>R) will be licensed to ST LogiTrack to build a state-of-the-art, RFID-based system to track the freshness of food at F&B retail outlets such as supermarkets and delis.

The key benefit will be in ensuring that food sold to consumers is of optimum freshness, especially those with short shelf life such as dairy products and seafood.

**Quote:**

Ms Tang Kwai Leng, ST LogiTrack's General Manager, said: "A\*STAR's intellectual property on RFID antenna will boost our competitive advantage in creating novel RFID applications to enhance operations such as those in the Food and Beverage industry."

**About ST LogiTrack**

ST LogiTrack Pte Ltd established in January 1998, is a joint venture company between Singapore Technologies Logistics Pte Ltd (part of Toll (Asia) Pte Ltd) and Singapore Technologies Electronics Ltd (part of Singapore Technologies Engineering Ltd). The company was formed with the objective to develop and market innovative RFID-based solutions to enhance the productivity and efficiency of business processes. To date, ST LogiTrack has developed various solutions for different business environments such as healthcare, food & beverage, time & attendance, retail and others. Headquartered in Singapore since 1998 with its branch office in Australia, the company has since established its presence in Asia, Europe, Africa and Australia.

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## **4. Licensing Agreement to develop infocomm software suite for RFID-enabled logistics**

***Eucharist-Tech, Exploit Technologies, SIMTech***

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### **Quote :**

Mr V Mathivanan, Eucharist-Tech Director, said: "A\*STAR's B2Bi Gateway software technology will enable us to jumpstart the development of our suite of software that automates collaboration between businesses. We are pleased to partner Exploit Technologies and SIMTech in this effort and we look forward to future collaborations with members of the A\*STAR family."

### **About Eucharist-Tech**

Information Technology has been so successful in the last 20-30 years that without computers and their attendant software, the world would not function as effectively as it does today. However, IT has not been as successful with the business-to-business connections and communications. IT modelling for such connectivity has not served the user community as well as it was predicted because the range of business documentation, arrangements and procedures are so wide and varied that most solutions tend to address specific business needs for connectivity and aims to provide a one-size-fits-all solutions. Eucharist-Tech solutions model the real world scenario which includes flexibility, economy, privacy, secrecy, trust and effective communication by empowering ALL participants, big or small players, to partake in this IT revolution. It bridges the gap that exists today causing huge piles of paper documentation exchanged between business partners just to transact.

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