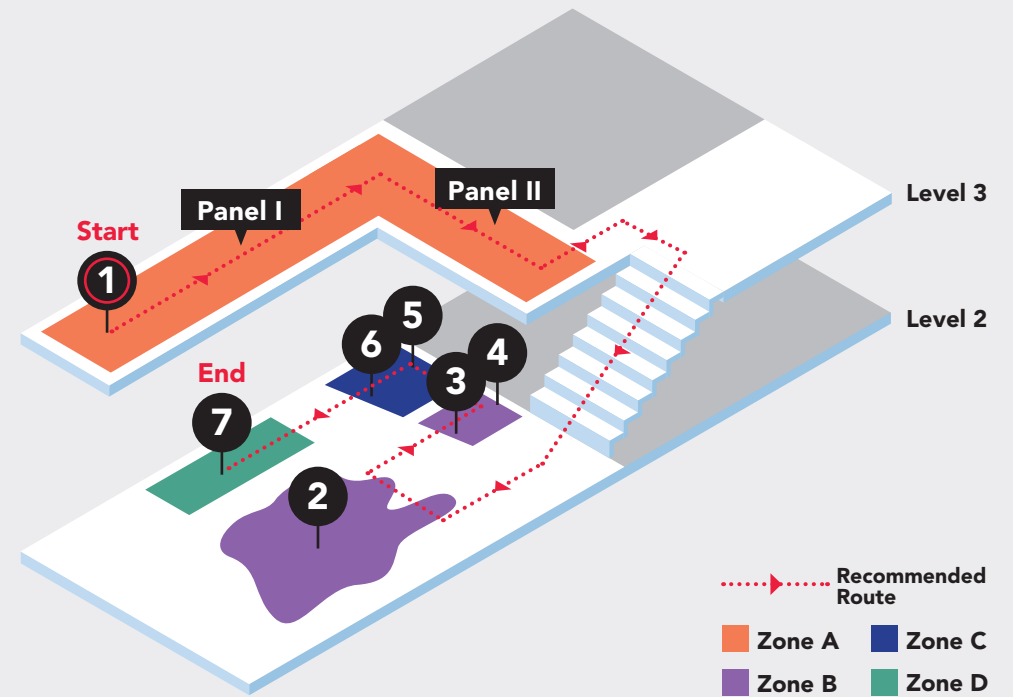




VISITOR'S GUIDE

EXHIBITION MAP



Zone A ▶ Level 3

- 1 Building a Better Home

Zone C ▶ Level 2

- 5 Embracing Transformation
- 6 Working Together for Tomorrow

Zone B ▶ Level 2

- 2 Empowering Communities
- 3 Technology Within Your Reach
- 4 Unlocking Invisible Benefits

Zone D ▶ Level 2

- 7 Smart Nation Is About You & Me

SMART NATION CITYSCAPE

This exhibition demonstrates how technology is fused into the daily lives of Singaporeans, from education and healthcare to transport and housing.

It also shows how Singapore has built a tech eco-system to make life better for everyone.



WHY VISIT?

- Many of us are already using technology in one way or another. We use e-payment methods to pay for food and services, to access digital government services securely, and to reserve and pay for public parking.
- The Smart Nation Cityscape was designed as a space for visitors to understand how these pieces of tech are put together to make up our Smart Nation. It provides an overview of how our tech transformation happens alongside Singapore's urban transformation story.

These are all part of our Smart Nation Initiative!

SIGN UP FOR FREE COMMUNITY TOURS!

- Join a guided tour taking place every Friday and Saturday of the first and third week of each month (unless otherwise stated).
- 11:00am & 12:30pm

- ! Tours conducted in English.
- For participants aged 16 and above.
- Food and drinks are not allowed in the Gallery.

GROUP VISITS

- Prior booking is needed for groups above 20 pax. Scan to register your group visit.
- If you are preparing to host a group at the Smart Nation Cityscape, we encourage you to arrange a recce trip prior to the visit, or to sign up for one of our community tours to be familiarised with the content and space.

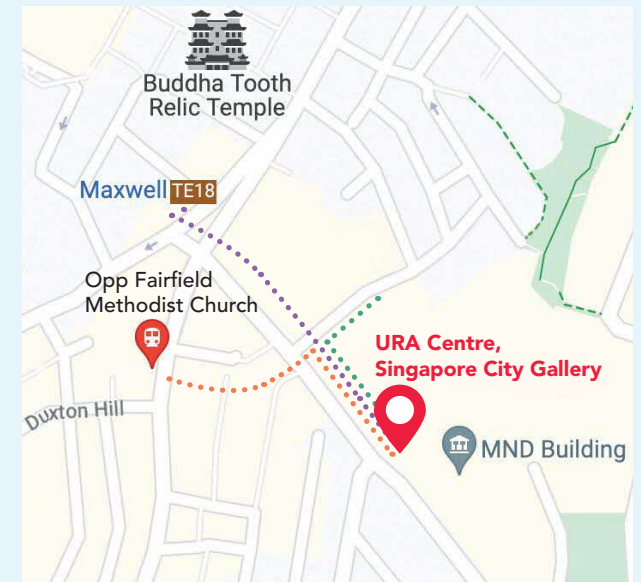


GETTING THERE

The Gallery is open from **Mondays to Saturdays, 9:00am to 5:00pm.** Admission is free.

45 Maxwell Road, Singapore 069118
(Located within the URA Centre's Singapore City Gallery, Level 2 and 3)

- By Train:** Alight at Maxwell MRT Station (TE18) or Tanjong Pagar MRT Station (EW15), Exit B towards Maxwell Road
- By Bus:** Take bus services 80 or 145 and alight at the bus stop Opp Fairfield Methodist Church or Maxwell Road FC
- By Private Hire/Chartered Bus:** Drop-off point is located along Kadayannallur Street, opposite Maxwell Food Centre



WHAT IS A SMART NATION?

Singapore is a nation
 “where we can create possibilities for ourselves
 beyond what we imagined possible.”

- Speech by Prime Minister Lee Hsien Loong
 at the Smart Nation Launch 2014

The Smart Nation initiative is about transforming Singapore through technology – be it in the areas of health, transport, housing, digital government services or businesses.

The Pillars of a Smart Nation

Digital Government

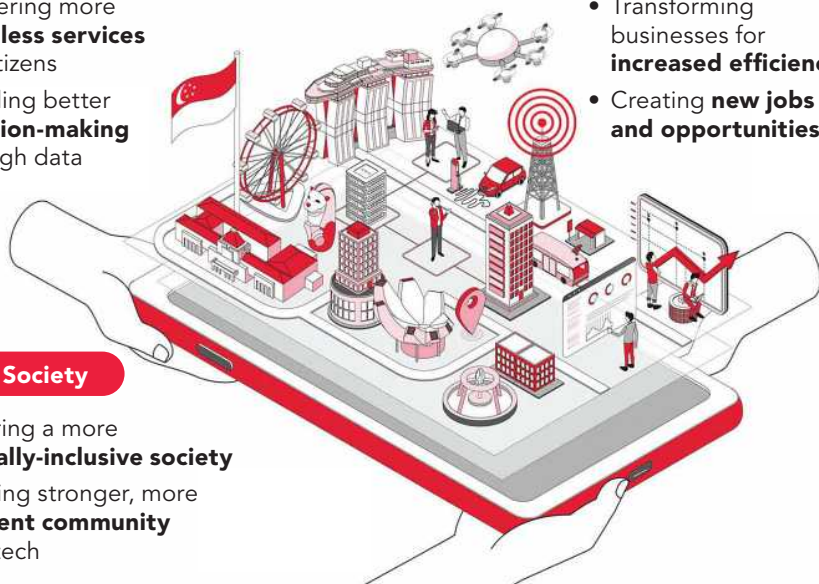
- Delivering more **seamless services** for citizens
- Enabling better **decision-making** through data

Digital Economy

- Transforming businesses for **increased efficiency**
- Creating **new jobs and opportunities**

Digital Society

- Ensuring a more **digitally-inclusive society**
- Building stronger, more **resilient community** with tech



ZONE A TRANSFORMING SINGAPORE THROUGH TECHNOLOGY

1 BUILDING A BETTER HOME

Level 3

LEARN



Key milestones of Singapore's Smart Nation journey.



The benefits of geospatial (location-based) information and technology.

ACTIVITY

This exhibit features Augmented Reality (AR).¹

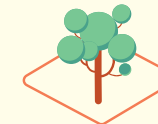
Tap on the purple menu on the left to discover:



What **geospatial technology**² is about, and how locational information is used to provide insights for better communication and convenience.



How is geospatial tech being used in Singapore?



How trees in Singapore are geo-tagged, making them easier to locate for park maintenance. You can even learn about each tree's scientific name and age!

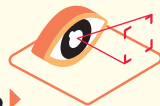
1 Augmented Reality: A technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.

2 Geospatial Technology: Technology relating to the collection or processing of data that is associated with location.

ACTIVITY



Look down ▶ Stand in front of the information board to get a bird's eye view of the Central Area Model. Can you identify our key landmarks?

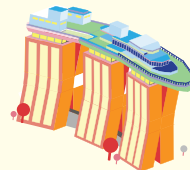


Look up ▶ Spot the camera on the ceiling to your left? It provides a live feed of the Central Area Model in real time, providing the 'base' for the interactive overlays on-screen.

DID YOU KNOW?

First assembled from four smaller models in 1998, the Central Area Model is also a working model for architects and planners! Do you recognise any of these buildings that incorporate technological features to improve their design and functionality?

- The infinity pool at **Marina Bay Sands** comes with a special hydraulic system to keep the water level.
- The distinctive 'spikes' at the **Esplanade** are aluminium sunshades that help to regulate light and heat.



Look to your left and you will see **Panel I: Beginnings of a Smart Nation**. This panel gives you an overview of Smart Nation and fun snippets in the history of its evolution.

Panel I: Beginnings of a Smart Nation

Historical milestones of Singapore's Smart Nation journey



Panel II: Why Smart Nation

Drivers of a Smart Nation



▶ Make your way along the corridor and down the stairs from Level 3 to Level 2. ◀

REFLECT

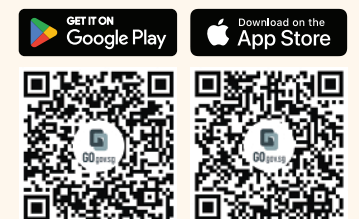
▶ Think about some examples of geospatial tech you have encountered in your daily life.

Example Ever thought about how GrabFood or Foodpanda delivers your food in the fastest way? These food delivery apps use geospatial tech to assign the nearest driver to the indicated pick-up point and ensure delivery to the right address.

▶ Now that you've learnt more about geospatial tech, and how it's being used to deliver better services, can you think of anyone around you who might benefit from it?



Planning for a trip around town with your *kakis*? Did you know that MyTransport.SG app by Land Transport Authority (LTA) offers useful geospatial-based travel information and features to help you get around Singapore? Download the app now!



Level 2

LEARN



How technology empowers different communities.



Examples of digital services within easy reach for Singaporeans.



'Invisible' technologies that work behind-the-scenes to make our lives better and easier.

2 EMPOWERING COMMUNITIES

DISCOVER

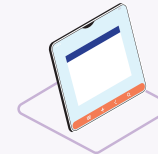
There are **7** interactive displays that showcase more than **70** tech initiatives from about **40** private and public organisations.



Examples of digital services that benefit different communities, from seniors, parents with young children to persons with disabilities.

ACTIVITY

There are 8 iPads surrounding the model, each tied to specific 'hotspots'.



Pick up an iPad: Point to an area and see pop-ups at different locations (E.g. Rochor, Chinatown and more).



Tap on the location pop-ups: Spot icons that represent different digital services.



Tap to find out more about each digital service.

3 TECHNOLOGY WITHIN YOUR REACH

People need not search far for technology to help them, with some of the most important digital services already found in their phones.

DISCOVER

- Nine key archetypes (or 'avatars'³) that represent the different age profiles and segments of society (E.g. Active student, super parent or busy professional).
- Examples of digital government services tailored to their needs.



3 Avatars: An image that represents you on a computer screen such as in online games and chat rooms, which can move around the screen.

ACTIVITY



Pick an avatar:
Customise your outfit and hairstyle!



Find digital services relevant to you:
Can you recognise any of them?



Teleport yourself: Click 'OK' and turn around.
Do you spot your avatar in the digital city?

4 UNLOCKING INVISIBLE BENEFITS

Technology is already embedded within our Smart City, in ways we might not realise.

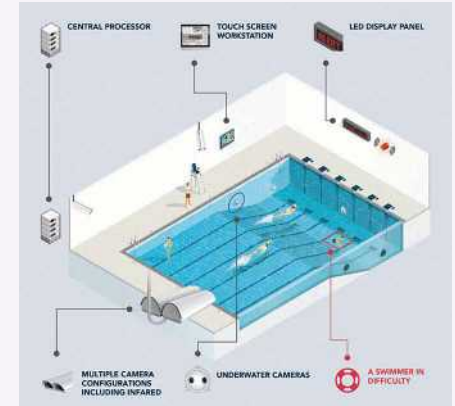


DISCOVER

Find the various 'invisible' technologies that make life seamless and more convenient for us in areas such as:



Surbana Jurong's Lift Monitoring System, which leverages preventive analytics and machine learning to deliver insights on lift performance, reduces incidence of lift breakdowns.



SportSG's Computer Vision Drowning Detection System at public swimming pools uses overhead infrared cameras to detect early signs of drowning.

ACTIVITY



Tap on the 'info' buttons:
Read more about the invisible technologies embedded in our city.

REFLECT

? Identify one mobile app that you or your family and friends use. How does it make life more convenient?

Examples



Borrowing e-books from the National Library using the NLB Mobile app.



Adopting a healthier lifestyle and earning rewards using the Healthy365 app.

DID YOU KNOW?



Government agencies are guided by the Digital Service Standards (DSS) when developing digital services. This helps to ensure that these services are easy to use, seamless and relevant for users. Scan for more!

APP-SOLUTELY' ESSENTIAL!



Did you know that there are digital government services and apps that allow you to register your child's birth, check on the weather, or report municipal issues?



Check out apps that might be useful for you or someone you know.

Level 2

LEARN



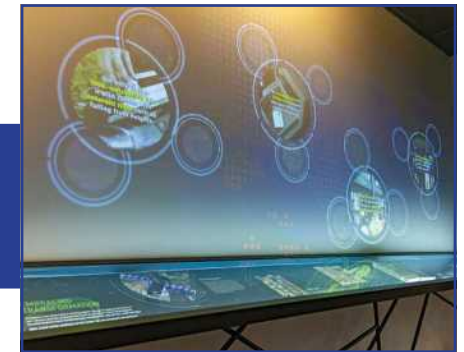
Why it is important for Singaporeans to embrace change.



How Singapore is building a thriving tech ecosystem for both individuals and businesses.

5 EMBRACING TRANSFORMATION

Juxtaposing the past with the present, showing how much life has changed with the advent of technology.



DISCOVER

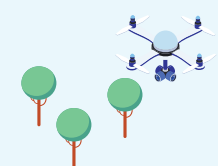
Featuring artefacts from the past, see how tech has transformed key areas of our lives such as:



- Paying for parking fees more easily.



- Allowing funds transfer via phone number, NRIC or UEN⁴.



- Inspecting trees using drones.

ACTIVITY

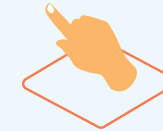


Walk down memory lane: Recognise any of the artefacts displayed in the glass panel? Reflect on your personal experiences (e.g. how bus conductors in the past had to be on standby to punch coupons).



Swipe the interactive touch wall: Discover the technologies that have transformed the way we do things in many sectors, from education and transport to payment.

ACTIVITY



Tap on any of the screen icons to find out more about each initiative.

6 WORKING TOGETHER FOR TOMORROW

DISCOVER

Find out how Singapore has created a thriving tech ecosystem where innovators, start-ups and individuals can grow and thrive.



Research and Development

Encourage innovation by providing the right expertise, funding, infrastructure and solutions.



Business Opportunities

Accelerate growth by unlocking new markets and opportunities.



Digitalisation

Help businesses increase efficiency through tech adoption.



Talent & Upskilling

Cultivate tech talents and build our capabilities as a Smart Nation.

REFLECT



Reflect on why building a stronger tech ecosystem matters to you and your family, and to Singapore.

Example

How might having a strong tech infrastructure and pro-business environment help attract foreign tech companies to our shores, which in turn creates new jobs and opportunities for those in Singapore?



Think about who needs to be involved in this journey of building a digital economy. Who are the groups of people needed to support this transformation effort?

Example

Employers being open to exploring digital solutions that can help make their business processes more efficient, while providing training opportunities and time to help their people upskill.

GET STARTED

Are you looking to upskill in the area of tech, but unsure how to? Check out these resources:



▶ **#SmartNationTogether Online Channel**
Free webinars on tech-related topics and skills for upskilling and learning.



▶ **SkillsFuture Series**
Short industry-relevant training programmes that equip individuals with skills such as data analytics and more.



▶ **TechSkills Accelerator (TeSA)**
Various programmes to support ICT and non-ICT professionals in upgrading and acquiring new skills, enhancing employability for individuals.

7 SMART NATION IS ABOUT YOU & ME

📍 Level 2

Check out what other visitors have said about Smart Nation. You too, can share your thoughts!



LEARN

- ✓ How a Smart Nation is ultimately about people.
- ✓ How we can all contribute to building our Smart Nation.

ACTIVITY

- Reflect**
What does a Smart Nation mean to you personally?
- Decode the Hidden Message**
Can you decode the string of numbers on the big screen?
- Take a Selfie**
Say cheese!
- Fill in a Short Poll**
What should Smart Nation prioritise in the next 5 years?
- Watch the Big Screen**
Click 'publish' and spot your reflections!



REFLECT



Examples



▶ Consider the technology initiatives you observed. What areas do you think Singapore is doing well in?

The ability to apply online for public housing.



▶ In developing a Smart Nation, which groups of people might face challenges, and why?

Persons with disabilities (PwDs) who might have trouble navigating digital services.



▶ How can you, as an individual, contribute to Singapore's Smart Nation journey?

Share feedback on how digital services could be made more accessible.

GET INVOLVED



Volunteer as a Smart Nation Ambassador (SNA)



Get equipped through our SNA Learning Portal



OTHER SMART NATION SHOWCASES

Besides Smart Nation CityScape, we have two other showcases! Check them out!



SMART NATION PLAYSCAPE

Curious about emerging technologies?

This is the place to be! From Artificial Intelligence (AI), robotics to blockchain and more, this permanent exhibition at Science Centre Singapore is a digital playground for young minds to encounter the technologies that are critical in powering our world of today and tomorrow.

Sensors Zone

Discover how sensors can give us vital information about everything, from our bodies to transport and the weather.

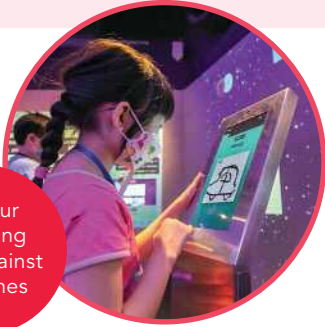
Geospatial Zone

Learn how geospatial data plays a role in urban planning.

Blockchain Zone

Answer riddles with your friends and family to get a glimpse of how blockchain works.

OTHER SMART NATION SHOWCASES



Pit your doodling skills against machines

Biometrics & Cybersecurity Zone

Learn how fingerprint scanning works and how to identify scams.

Artificial Intelligence Zone

'Teach' a computer how to recognise your doodles and 3D animals.

User Experience (UX) Zone

Play minigames to understand how UX designers seek to build inclusive apps to address issues such as colour blindness.

SMART NATION PLAYSCAPE



Programme a robot to dance

Robotics Zone

Watch as robots learn to solve Rubik's cube, dance and more!

Augmented Reality (AR)/ Virtual Reality (VR)

Grow your own AR plant and transport yourself to various parts of the world with VR.



Become a city planner for a day

Science Centre Singapore

Tuesdays – Sundays, 10:00am – 5:00pm

Closed on Mondays, except for Public Holidays and gazetted school holidays.



SMART NATION BUILDER

Help us build a Smart Nation that you love living in.

Visit Smart Nation Builder, a truck that is designed as a roving showcase with interactive stations. Learn about government digital services and share your feedback, allowing us to improve them to better meet your needs.

Explore and Use

Learn more about apps such as LifeSG and their key functions.



Explore and Learn

Find out about the digital tools and services in areas of healthcare, education, community services, trust and identity and environment and sustainability.



Explore and Vote

Test your knowledge on digital government services with this voting game.



OTHER SMART NATION SHOWCASES

SMART NATION BUILDER

Do a Survey: CrowdTaskSG

Share your suggestions on upcoming digital initiatives that matter to you.

Trying It Out

Be the first to test our prototypes and provide feedback on beta versions of our digital products and services.



Photobooth

Take a fun photo and keep it as a memento!

Kids Wall

Your child will enjoy this interactive game, as you learn more about Smart Nation!



Claw Machine

Collect points as you move through the stations and use your points to win special Smart Nation prizes!



Scan to find out where the Smart Nation Builder is heading to next!



CONTINUE YOUR JOURNEY WITH US



Learn more about our Smart Nation initiatives, showcases and events at smartnation.gov.sg.



Smart Nation SG



smartnation.sg



Smart Nation Singapore



Smart Nation and Digital Government Office



Smart Nation SG



