



Pushing boundaries

The annual SITF Awards recognises companies that innovate through technology

By Hazel Tan

THIRTY-EIGHT SITF Awards winners were lauded for their innovative products and services at this year's ICM (information, communications and media) industry gala dinner held at the Resorts World Sentosa last Thursday.

Started by the Singapore Infocomm Technology Federation (SITF) in 2009, the SITF Awards is an important platform that recognises and promotes innovative and made-in-Singapore ICM applications and solutions. It also pays tribute to companies that have made efforts in innovating their businesses through the adoption of technology.

SITF chairman Shirley Wong, who is also the organising chairman of SITF Awards 2014, says: "The awards are an important accolade to recognise ICM innovations that have pushed the boundaries of excellence in Singapore. They also provide organisations, such as multinational corporations (MNCs) and local enterprises, institutes of higher learning and schools, the opportunity to showcase their innovative products and services."

New award categories

The SITF Awards is open to all locally registered companies that carry out research and development (R&D) efforts here.

Two new award categories — Best Social and Community Product and Promising Tech Company — have been added this year for a total of nine award categories.

The Best Social and Community Product award was created to recognise companies that developed any application software, hardware, or its combination, to support Singapore's social community. These solutions had to promote the rights and needs of particular groups; or to improve the well-being, quality of life and standard of living of



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Ms Shirley Wong (above), organising chairman, SITF Awards

the community, with the ultimate intent to bridge the digital divide.

The Promising Tech Company award recognises homegrown technology companies that have demonstrated high growth rates, future market potential and innovation.

The other award categories are: Best Public Sector Product, Best Ideas, Best Start-up, Best Productivity Company

and Best Student Projects (Primary, Secondary & Tertiary).

Breaking new ground

More than 200 nominations were received for the SITF Awards this year and 68 were shortlisted for the final round.

The judging panel was made up of over 50 distinguished individuals from the public and private sectors, ranging from academia to IT specialists.

Of the 38 winners, there were 10 gold, nine silver and 13 bronze recipients. There were also three winners that received special mentions, and three were awarded best presenter.

The Best Consumer Product gold award went to SingTel Idea Factory, for its product Dash, a ground-breaking mobile money service that revolutionises mobile commerce and banking.

The Best Startup gold award was won by Digify, a file-sharing service that gives users control over their files, even after sending them. With Digify, files shared are view-only and self-destructing. Users can also track and "unshare" the files even after hitting the "send" button.

This year's entries impressed the judging panel, says Ms Wong.

"All of them have done well. We are seeing more and better quality products each year. I am also happy to see more young people taking their school IT projects seriously and developing them into useful solutions," she adds.

She encourages companies and schools to continue to seek growth and break new grounds in the ICM innovation space.

"Currently, most solutions are created with solving problems in mind. Local companies, when building made-in-Singapore infocomm innovations, should not build for only the Singapore market. When creating the product, the innovators should also research on what is already in the market. This will help them to further define and develop their unique selling point," says Ms Wong.

Perseverance pays

Singapore General Hospital and Integrated Health Information System (IHIS) Best Public Sector Product (Gold)



"With the SGH Automated Pharmacy Dispensing System (APDS), over 80 per cent of prescriptions are now filled within 30 minutes, and near misses for wrong drug type and strength have dropped by 38.4 per cent. Patient waiting times have been shortened, and patient safety has improved."

Mr Lim Mun Moon (second row, left), director, SGH Pharmacy, and Mr Benedict Tan (second row, middle), IHIS group chief information officer, SingHealth

Ohanae Best Enterprise Product (Gold)

"Taking this project from inspiration to reality was a combination of perseverance, hard work, having a group of dedicated investors and a talented team that wanted to change the world by delivering a product that solves real problems with ultimate simplicity."



Mr Greg Hauw (right), founder & chief executive officer, Ohanae

Go!Places Best Startup (Silver)



"Building our travel guide and photo album app, Wotabout, was an intense process. It went through 22 iterations over seven months before we launched it in April, and it has seen another 36 iterations since."

Mr Amit Ray (above), co-founder and chief executive officer, Go!Places