Media Release

For Immediate Release

Total: 5 pages (excluding Annexes A & B)

SINGAPORE SME LAUNCHES E-GREETING APPS USING A*STAR'S 3D FACE MODELING TECHNOLOGY

Visit FXMedia Internet's booth located at BD5-03 in Hall B2, and booth #3H2-01 in Heliconia Room, Marina Bay Sands to see demo of some of A*STAR's latest technologies from the Institute for Infocomm Research

Singapore, 20 June 2011 - FXMedia Internet, A*STAR's first licensee of the 3D Face Modeling technology, will launch the e-greeting card application – e-motions at CommunicAsia 2011 tomorrow. Founded in 1994, FXMedia specializes in online marketing and web-based applications for corporate enterprises and government agencies. The company is now adopting the 3D Face Modeling technology on various platforms to create more scalable and interactive programs for entertainment and education.

"We are delighted to work with Exploit Technologies and the Institute for Infocomm Research to leverage the 3D Face Modeling technology to develop innovative e-greeting card solutions, and the endless possibilities for entertainment and education purposes," said Mr. Mark Wong, Director of FXMedia Internet Pte Ltd.

The 3D Face Modeling Technology, developed by the Institute for Infocomm Research (I^2R) - a research institute of A*STAR, transforms a front face photo into a high resolution 3D object file. It automatically detects facial features and does not require markers to be placed on the user's face prior to camera capture.

"In anticipation of the growing demand for self-service and functional applications to create 3D objects, we funded a project to web-enable the technology to support B2C and B2B operations," said Mr. Philip Lim, Chief Executive Officer of Exploit Technologies, the marketing and commercialisation arm of A*STAR.

Prof Lye Kin Mun, Executive Director of I^2R, said, "I^2R is excited to launch the 3D Face Modeling Web Service at CommunicAsia 2011. Companies can apply this easy-to-use and economical web service in their businesses to achieve a competitive advantage in the market. We encourage companies to try out this web service at our booth and experience how it can benefit your business."

In conjunction with the introduction of the web service, a 3D Face Application competition would also be announced. Students and professionals are encouraged to develop desktop and mobile applications using the 3D Face Modeling Web Service. Interested participants are welcome to visit www.my3dface.sg/3dfmcompetition for more details.

Besides the 3D Face Modeling Web Service, A*STAR would also have on display the following technologies:

- Basking in the Limelight
- Smart Grid: AMI Communications
- EASYPARK: An Environmentally-Powered Wireless System for Open Car Park Occupancy Monitoring
- Sustainable Mobility for Intelligent Transport Programme
- High-Power Amplifier & Linearization Technology for Satellite Communications & Wireless Base Stations

All media representatives and photographer/film crews are cordially invited to visit A*STAR's booth at CommunicAsia 2011, from 21 to 24 June 2011 at Marina Bay Sands, Heliconia Room, #3H2-01. FXMedia Internet booth is located at Hall B2, booth BD5-03.

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Annex A: 3D Face Modeling Web Service Factsheet
Annex B: 3D Face App Competition 2011 Information Sheet
Annex C: Information on A*STAR's licensee – FXMedia Internet

AGENCY FOR SCIENCE, TECHNOLOGY AND RESEARCH (A*STAR)

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About the Agency for Science, Technology and Research (A*STAR)

The Agency for Science, Technology and Research (A*STAR) is the lead agency for fostering world-class scientific research and talent for a vibrant knowledge-based and innovation-driven Singapore. A*STAR oversees 14 biomedical sciences and physical sciences and engineering research institutes, and six consortia & centres, located in Biopolis and Fusionopolis as well as their immediate vicinity.

A*STAR supports Singapore's key economic clusters by providing intellectual, human and industrial capital to its partners in industry. It also supports extramural research in the universities, hospitals, research centres, and with other local and international partners.

For more information about A*STAR, please visit www.a-star.edu.sg.

About Exploit Technologies Pte Ltd

Exploit Technologies Pte Ltd (ETPL) is the strategic marketing and commercialisation arm of the Agency for Science, Technology and Research (A*STAR). Its mission is to support A*STAR in transforming the economy through commercialising R&D. Exploit Technologies enhances the research output of A*STAR scientists by translating their inventions into marketable products or processes. Through licensing deals with industry partners and spinoffs, Exploit Technologies is a key driver of technology transfer in Singapore. It actively engages industry leaders and players to commercialise A*STAR's technologies and capabilities, bridging the gap from Mind to Market. Exploit Technologies' charter is to identify, protect and exploit promising intellectual property (IP) created by A*STAR's research institutes.

For more information, please visit www.exploit-tech.com.

About Institute for Infocomm Research

The Institute for Infocomm Research (I^2R pronounced as i-squared-r) is a research institute of the Agency for Science, Technology and Research (A*STAR).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^2R 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, wireless and optical communication networks, interactive and digital media; signal processing and computing. We seek to be the infocomm and media value creator that keeps Singapore ahead.

Website: www.i2r.a-star.edu.sg.

Annex A: 3D Face Modeling Web Service Factsheet

Please refer to separate set of web service factsheet enclosed.

Annex B: 3D Face App Competition 2011 Information Sheet

Please refer to separate set of competition information sheet enclosed.

Annex C: Information on A*STAR's licensee – FXMedia Internet

About FXMedia Internet Pte Ltd

FXMedia Internet Pte Ltd is a company that provides web and mobile solutions for corporate enterprises and government agencies in Singapore.

It was founded in 1994 with its initial roots in multimedia design and interactive media development. In 2008, the company setup an independent division mainly for web application and FXMedia Internet Pte Ltd was born.

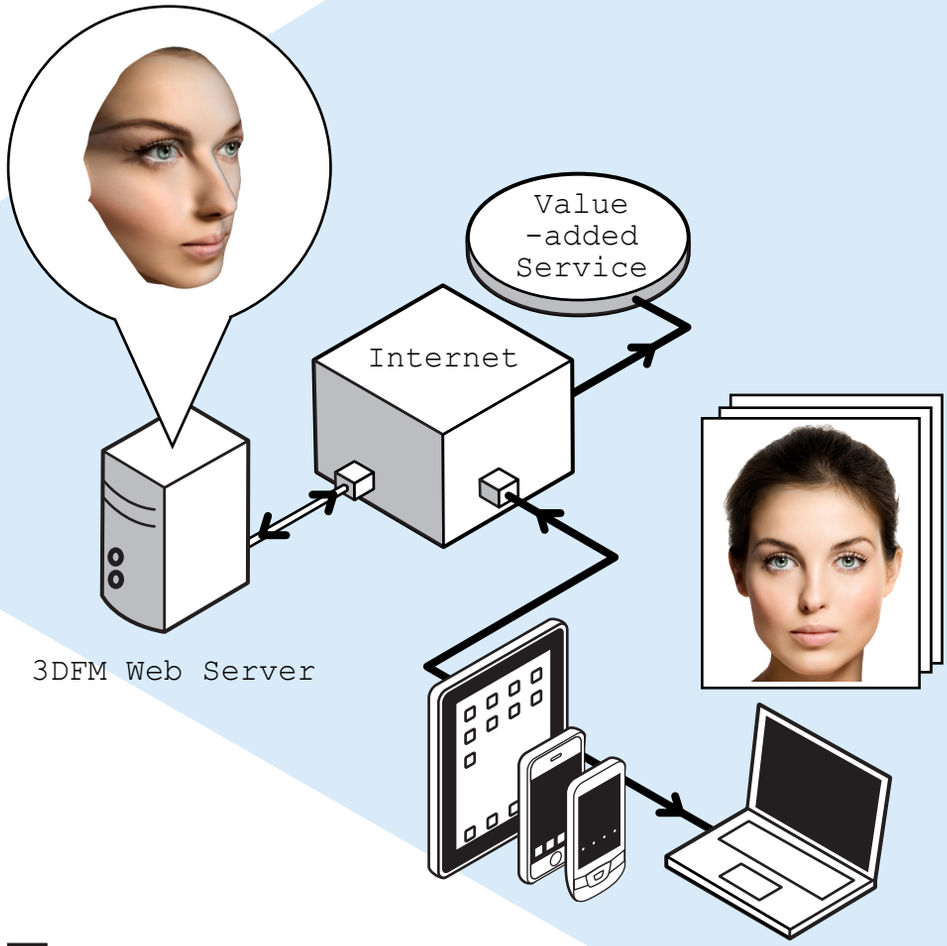
Since then, FXMedia has been creating solutions and setting benchmark in web products, services and solutions for top companies to improve their business processes.

Corporate Website: www.fxmweb.com.

About the application: e-motions

e-motions is a free e-greeting card service that gives a whole new meaning to personalized messaging by converting 2D photos into 3D faces and incorporating animations to create dancing characters in funny video e-cards.

e-motions is powered by A*STAR's 3D Face Modeling Technology that detects a 2D photo and converts it into a photo realistic 3D face. e-motions then generates a 3D character, which can be further enhanced by adding music, costume and animation from the web service's library and turn it into a dancing figure in video. e-motions is a free web service and is based on membership. Try out the e-move at www.emotionsdancingcard.com.



3D FACE MODELLING WEB SERVICE

Instant 2D to 3D face reconstruction web service

Ref: SE00004

Technology Overview

This is a fully automatic and photo-realistic 3D face reconstruction system that works in real-time with a single 2D frontal-view face image and deployed as a web-service. The user can automatically create a 3D face (with full head) that looks like him by just capturing a frontal snapshot of his face through a single-click. Our system incorporates fully automatic feature points' placement without requiring any manual features-placement work and hence, there is no need for tedious and time consuming manual work and other post-processing tasks. This technology allows deployment via multiple platforms and devices, and can be used in many game and entertainment applications.

Our Innovation

* Photo-realistic 3D face reconstruction from a single 2D face image that can be taken by any uncalibrated
* camera
* Fully automatic 3D face reconstruction without requiring manual feature points' placement
* Real-time performance
* Does not require expensive 3D scanner
* Deployed as a Web-Service for easy access from any PC, smart phones, and other portable devices via internet

Potential Applications

* Online 3D e-greeting cards
* Virtual agents and avatars
* Computer synthetic facial manipulation and animation for game, entertainment and advertising applications
* Model-based teleconferencing
* Advanced man-machine interface

Benefits

Our system has 5 main benefits:

* Speed – 3D face reconstruction in real-time from a single 2D face image
* Automatic – Fully-automatic 3D face reconstruction with built-in automatic feature points' placement
* Ease of Use – Uses only a single 2D face image and does not need any tedious and time consuming task or post-processing
* Low-cost – No requirement of 3D face scanner or other complicated hardware
* Scalable – Business partners can build their technology easily around the web-service, and further process the outputs and deliver them as end applications to various platforms and portable devices (e.g. iPhones, Android and Windows Mobile smartphones etc), which can then be commercialized by Business-to-Business (B2B) and Business-to-Consumers (B2C) partners

Institute for Infocomm Research A*STAR

Exploit Technologies A*STAR

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Exploit Technologies proudly presents

3D Face App Competition 2011

>> Registration opens: 21 Jun 2011
closes: 15 Aug 2011

The 3D Face Modeling technology is developed by the Institute for Infocomm Research (I^2R), a member of the Agency for Science, Technology and Research (A*STAR). This technology transforms 2D face images into high resolution 3D faces. It automatically detects facial features and does not require markers to be placed on the user's face prior to camera capture. Participants of this competition will create innovative desktop/ mobile applications that leverage the technology.

Prizes

S$3,000 (shopping vouchers)
S$2,000 (shopping vouchers)
S$1,000 (shopping vouchers)

Consolation prizes may also be awarded based on merit

www.my3dface.sg/3dfmcompetition

Note: Website will be activated on 21 June 2011 during launch

A*STAR Institute for Infocomm Research

A*STAR Exploit Technologies