<table>
<thead>
<tr>
<th>Title</th>
<th>Innovative technologies and information media</th>
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<tr>
<td>Author(s)</td>
<td>Chua, Robert.</td>
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<td>Date</td>
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<td><a href="http://hdl.handle.net/10220/3271">http://hdl.handle.net/10220/3271</a></td>
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Below is a short synopsis of the talk I will be giving:

Topic:

"I Have Read The Digital Future - And It Spells "The Electronic Book"

With the advent of the Internet & 'anyplace, anytime' multimedia, and the increasing convergence of print publishing, Computer technology, and media broadcasting, the market expectations today provides content providers & publishers with a new powerful medium to distribute and market content - the E-Book. This talk will elucidate on how this "new-age, new-economy" information tool can be exploited by content providers & publishers to extend their markets for existing and new content. According to Dick Brass, a Microsoft Vice-President for Technology Development, "the publishing industry is at a crossroad". "By 2020, 50% of everything we read will be in electronic form", says Mr. Brass. The talk will also present on the development and of Singapore's "e-book" for collaborative education & training - the eduPAD, which can also be applied in future to other collaborative applications.
The Future Today - eBooks, PDAs & Wireless Communications

- The e-Book
- Personal Digital Assistants
- Wireless, Mobile Communications
- Content & Community
- Communications & Commerce

The E-Book Revolution

- E=MC
- E-Book=Market=Content
- E-Book=Money=Commerce

Microsoft's market vision for e-books:
- 2005: Sale of e-books reach US$1 billion in USA
- 2006: E-Newstands in every corner
- 2008: E-Book versions of titles outstrip paperback
- 2009: Bestselling authors publish directly online
- 2010: E-Books are called 'books'
- 2020: 90% of all titles are in e-book format

Examples of e-books:
- NewsMob's Rocket eBook
- Libraries' Millennium E-Reader
- But real revolution is in area of content delivery, not devices
- MP3 has shaken the music industry...so will e-books...will radically change the traditional book publishing business
- The impact is much greater than "e-tailing" (using the Web to sell existing books, e.g. Amazon.com)
- Will radically change our very definition of what a book is
**edUPAD**

- Motivation
  - To reduce the size and weight of school bags
  - To enable learning through IT to take place anywhere
- Time
  - 24 hours
- New opportunities
  - Online learning
- Jobs
eduPAD

- Launched eduPAD project on 17 Sept 1999 by Education Minister E. Ahmad and Ong Chee Heng
- Dunman Secondary School
- Secondary One Express students
- Portable handheld device developed jointly by MOE, KRDLC, CET Technologies, NCB, 5 Local publishers
- 4 classes
- July 99 to December 99 Trial period
- Strong school and parent support (essential)

eduPAD Features

- Electronic textbooks (on eBALOOGS)
- Postage stamp-size digital storage cards
- eBALOOGS - feature animation, hyperlinks
- Glossary - meanings of words - speaker built-in
- Internet Web browsing - wireless network
- e-assignments & tests - upload & download
- Notebook Scratchpad - stylus handwriting recognition
- Calendaring & appointments

eduPAD

- Resources
  - KRDLC - 15 (learning 9, ubiquity 2+, JRC 4)
  - CET - 6
  - MOE - 12 (TTD-5, NIE-1, School 6)
  - Publishers - Shing Lee, Federal, SNP, Longman, PanPac
  - Total - 21 engineers, 6 industry companies, 3 gov't agencies
- Growing a new digital content industry
  - Anywhere, Anytime Learning
  - Merger of content industry
  - Learning standards

- Merger of content industry
  - Overseas merger of large textbook and courseware publishers

- Local content industry
  - Times Learning Systems and Federal publishing
  - SNP multimedia and SNP publishing
  - Shing Lee and Technedia

- Issues:
  - Ownership and Responsibility
  - Resources and Funding