

Hi! We are from The Digital Movement, the New Media partners for iX2007. We hope to complement the conference agenda by enhancing your ability to understand and leverage on new media.

We thought hard about how to do that, with the most obvious one being to provide even more information. But since there are so many great experts in this event, we realized that the best way instead might be to introduce you to all the the individuals on the ground who are contributing, sharing, and forming communities. In other words, the people making great stuff happen in the New Media landscape of Singapore!

Because we also believe that New Media is the convergence of new technological trends and new marketing paradigms, we have put together a diverse group here ranging from entrepreneurs, technologists, to new media advocates. We sincerely hope that you can complement what you learn in this conference by getting to know these great folks too!

Catch us at the new media booth, and we will introduce you around where we can. :)

Cheers,
The Digital Movement (www.thedigitalmovement.org),
Creating an addictive culture of sharing, enterprise & innovation!



*The Energetic Team
with
Some Special friends*

The Digital Movement

New Media Partners for iX 2007



Jennifer Lewis
stomp.com.sg

FelixSoh and Jennifer Lewis are the Supervising Editor and Editor of STOMP, an interactive portal set up by Straits Times. This popular interactive portal celebrated has seen a year of phenomenal growth with over 70 million page views recorded to date.

James Seng
Tomorrow.SG

James Seng is an Internet pioneer and an international expert in the Internet arena. Besides that techie side of his, he is also behind Tomorrow.SG, the most popular meta blog aggregator in Singapore. Currently, he is an investor/ entrepreneur, working on both technology infrastructure projects, and web 2.0 startups.



Community Builders

U-Zyn is a freelance web developer who founded and developed Ping.sg, the community meta blog for Singapore bloggers - a site that he wishes all of Singapore bloggers can call home. Currently Ping.sg serves as a site for people to follow the happenings in the blogosphere of Singapore in near real-time and also for bloggers to interact among themselves.

U-Zyn
Ping.SG

Yoke Ching is the one behind Moblog, the largest mobile blogging community in Singapore. She constantly builds and manages new social networking platforms and communities such as Moblog and UberMe (www.uberme.com), keeping us on the edge of new media startups.

Yoke Ching
Moblog.com.sg



Quick Facts about The Digital Movement!

We are a young movement seeking to grow and inject vibrancy into the budding communities of Web 2.0 entrepreneurs, technologists and new media advocates in Singapore (and of course, onto the world very soon!). We are made up of a diverse group of young professionals, entrepreneurs, and students! In the year we have been formed, we have conducted:

1. Major Conferences (Nexus 2007)

Bringing global experts with 600 of the brightest entrepreneurs, new media practitioners under one roof

2. Startup Showcase (GeekOut)

Web 2.0 entrepreneurs showcasing projects to highly relevant local community and global experts

3. Unconferences (BlogOut)

Building stronger communities where birds of the same "tag" exchange ideas and opportunities freely!

We will be carrying out a series of other projects that will extend our impact to beyond just events... check it out!

www.thedigitalmovement.org



entrepreneurs & technologists

Justin Lee Justin is from e27 Singapore, an organization which pioneered the concept of unconference and showcased exciting web 2.0 startups in Singapore. They recently tied up with NUS Entrepreneurship Center IDM fund to create the e27 garage, so watch our for them creating more upcoming waves.



Lucian Teo A web standards evangelist working continually on making the web accessible to a myriad of browsers, devices and people. Lucian founded the Web Standards Group, Singapore and represents Singapore on The Web Standards Project's International Liaison Group.



Coleman Yee is known for his fresh perspectives and deep insights. He is influential in the Singapore social media scene, particularly in citizen journalism, corporate blogging, and education. His work as an information and experience consultant at PebbleRoad pays the rent. "I will do (almost) anything for food." —Coleman



Coleman Yee
metacole.com

Kevin Lim studies and shares his interest in the wide-ranging cultural affordances of technology, focusing particularly on citizen journalism and the pedagogical aspects of social media. Through the use of popular culture, he makes it easy to understand various online phenomena via his blog: [theory.isthereason.com], a popular socio-technology blog in Singapore well read across the world.



Kevin Lim
Theory.isthereason

Debbie Cai is the Editor of Marketing Magazine who also manages Marketing Interactive and Marketing Daily, the e-news bulletin with a circulation of nearly 20,000. Marketing Magazine runs 2 blogs: Pitch Marketing (pitchmarketing.blogspot.com), to better connect with readers and elicit feedback on issues and Your Marketing Pitch (yourmarketingpitch.blogspot.com) solely for readers who have something to say and share.



Debbie Cai

Bernard Leong Bernard Leong is a young academic & passionate entrepreneur who co-founded and blogs in SG Entrepreneurs and Singapore Angle to encourage collaboration, entrepreneurship, civil and rational discourse on social and political issues in the new media landscape of Singapore.



Veron Ang The youngest of the group, Veron blogs at sparklette.net, a highly popular Singapore website that is more of an online lifestyle magazine. Besides having a loyal following, her product and food reviews have also earned her partnerships with renowned companies like Nokia and LG.



R. Chandrasekar Velvet Puffin is the mobile social networking company that pioneered the concept of "always-on" social networking, giving users a constant presence across the web, desktop, and mobile. They are also the first Singaporean company to be featured on Techcrunch.



Michael Cheng Michael is a serial entrepreneur, web 2.0 developer and new media advocate in Singapore, having built a series of web 2.0 sites, including Petrolwatch.com.sg. Watch out for more exciting updates from him soon!



Choon Keat Choon Keat is the developer behind SharedCopy, a popular Web2.0 social networking website that has gotten rave reviews from various websites and organizations including TechCrunch & WallStreetJournal.



One who relishes innovative approaches to marketing and public relations, Walter loves challenging the status quo and creating new ways of solving old marketing problems. He conceptualised the idea of yesterday.sg, Singapore's first heritage and museum blog which is ranked the 5th museum blog in the world. He writes at coolinsights.blogspot.com and is an avid believer that the future of marketing belongs to customers and not corporations.



Walter Lim

Benjamin Koe is a technologist disguised as a PR consultant. He currently works as a new media specialist at Hill & Knowlton Singapore. This ex-technology journalist finds great joy in making technology work for marketing. He also co-founded and built Scoopasia.com and blogs at eok.net.



Benjamin Koe

new media practitioners