FIRST EVER NATIONAL-LEVEL FLASH COMPETITION
ACTIONSCRIPT AWARDS
LAUNCHED BY REPUBLIC POLYTECHNIC

SINGAPORE – 27 JANUARY 2004 — Students and professionals familiar with ActionScript, a programming language used in Macromedia Flash to create rich Internet applications with interactivity, can now pit their skills in Singapore’s first ever national-level ActionScript competition. Winning entries in the respective ‘Student’ and ‘Open’ categories will walk away with cash prizes sponsored by Macromedia, IBM and Sun Microsystems. Up for grabs is a grand total of S$20,000 and entries will be judged on the following criteria: creativity, technical knowledge, interactivity, originality.

Organised by Republic Polytechnic’s School of IT, the ActionScript Awards (ASA) has several objectives including: to promote the creation of digital content as well as the concept of open source scripting and positive scripting methodologies. Getting a ‘flash’ of inspiration should be easy, according to Mr Tay Kheng Tiong, Deputy Director, The Republic’s School of IT, “Flash is a programme that is widely embraced by web professionals and is currently the de facto application for web animation in the industry. With ASA, we expect many to come forward and display their skills. As Singapore’s first ever such competition, we believe that this will raise the bar on standards in web interactivity and programming. This bodes well for Singapore’s future as the multimedia hub of the region.”

Commented Managing Director of Macromedia (South Asia), Ng Yew Hwee, “Macromedia is excited to be a key supporting partner and sponsor at the ActionScript Awards. Through this event we hope to recognise and encourage the development of outstanding creative works built by students and professionals with Macromedia tools. Many thanks to Republic Polytechnic for their tremendous effort in making this event possible!”

Supported by IDA, Macromedia, IBM and Sun Microsystems, ASA is a platform to unleash the talents of a population that is getting increasingly adept with complex programming languages and tools. “Connected Singapore is the theme of our vision as we move towards creating more digital content in entertainment, literature etc. This allows us to leverage our existing infrastructure as we develop into being the connectivity hub of the region,” said Deputy Director, Manpower Development, Industry Group, Mr Lo Yoong Khong.

Entries to the ASA will be accepted between 15 March to 8 April 2004 at the official website (www.actionscriptawards.org). All competition regulations and design guidelines can be found at aforesaid site. All the
top entries will be showcased in an exhibition-cum-awards ceremony on 24th April. Leading industry speakers will be invited to speak on the latest trends on multimedia and digital content creation.

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