PIXEL INNOVATION HUB FACT SHEET

PIXEL is IMDA's innovation hub to inspire and support corporates to innovate digitally. We are the top 10 launchpads in Southeast Asia for corporates and start-ups. We house co-working spaces and specialised tech labs, including Augmented Reality/Virtual Reality, one of Singapore's four 5G Labs, and Usability Testing Labs. Located in Singapore's One-North Innovation district, we bring together the ecosystem of startups, corporates, government, ecosytem partners and global players.

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Introduction

PIXEL is IMDA's innovation hub to inspire and support corporates to innovate digitally. We are the top 10 launchpads in Southeast Asia for corporates and start-ups. We consult for corporates and diagnose their business, identify opportunities and develop their innovative products and services. One of our key products is the Open Innovation Platform, which helps corporates crowdsource from our global network of >12k solution providers, including start-ups, and 60 enablers and partners. We also house co-working spaces and specialised labs, including Augmented Reality/Virtual Reality, one of Singapore's four 5G Labs, and Usability Testing Labs.

01

Event Spaces

Connect with the innovation community at events, ranging from workshops and masterclasses to large-scale industry mixers and demos.

02

Specialised Tech Labs

Develop innovative digital products and solutions in the labs dedicated to exploring and driving technology innovation.

03

Co-Working Spaces

Engage in effective discussions with your team and consult with skilled mentors in PIXEL's network to bring your idea to realisation.

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EVENT SPACES
Collaboration Area

Host an array of events such as workshops, demo days, and industry mixers in our largest event space. Meet and connect with like-minded individuals amidst your venture in the world of innovation. For alternate space setup, can utilise our movable wall partitions too.

Size: 80 m²

Capacity: Up to 80 pax

Equipment:

- 3x Epson Full HD Projector
- Crestron AV System
- 2x Wireless Handheld Mic
- 95x Event Chairs available
- Wall partitions for flexible space setup

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EVENT SPACES
Kitchen Studio

Located adjacent to the Collaboration Area is our fully-functional kitchen area. Keep your minds and stomachs filled as you network over food during events. We have movable wall partitions for flexible space setup.

Size: 70 m²

Capacity: Up to 24 pax

Equipment:

- Samsung Refrigerator

- Compact oven with microwave and steam jet function

- Induction cooker & microwave oven

- 8 x 150W BabyLED Tungsten

- 8 x 100W Light Panel

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EVENT SPACES
Seminar Room

For cosier and smaller-group events, come join us for creative design workshops, masterclasses and networking sessions in flexible seminar room space. There are movable wall partitions for flexible space setup.

Size: 90 m²

Capacity: Up to 60 pax

Equipment:

- Epson Full HD Projector
- Projector Screen
- Crestron AV System
- 2x Wireless Handheld Mic
- 80x Event Chairs available

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SPECIALISED TECH LABS

ARVR Lab

If you are a start-up looking to develop an ARVR solution or a corporate passionate about experimenting with immersive technologies, the ARVR lab is the place for you. Utilise a variety of consumer and enterprise-grade equipment like Realwear, Quest Pro/Oculus, Hololens, and Tactsuit in our futuristic space.

Size: 60 m²

Capacity: Up to 20 pax

Equipment:

- Oculus Quest 2
- Meta Quest Pro
- Pico 4
- Magic Leap 2 & AR Headset Leap One
- Realware HMT-1 Industrial Smart Glass
- Rokid X-Craft
- HTC Vive Pro & Vive Trackers
- Microsoft HoloLens 2
- bHaptics Set

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SPECIALISED TECH LABS

Prototyping Lab

A makers-space style lab devoted to propelling physical technology innovation. Leverage on a wide range of prototyping tools and equipment for rapid prototyping, robotics and sensors for Internet of Things innovation.

Size: 150 m²

Capacity: Up to 20 pax

Equipment:

- **3D Printers:** FDM & SLA

- **Basic Electronic Test Instruments:** Multimeter, Power Supplies, Oscilloscope, Test Probes etc.

- **Basic Measuring Instruments:** Digital Calipers, Electronic Scales, etc.

- **Prototyping Tools:** Lathe Machine, CNC Machine, Laser Cutting Machine, Soldering Station, Multitool, Power Tool, etc.

SPECIALISED LABS
5G Living Lab

Use the 5G living lab to experiment with and develop 5G applications and proof-of-concepts.

Size: 6 m²

Capacity: Up to 6 pax

Equipment:

- OPPO Find
- Nokia FastMile CPE
- Starhub 5G SIM Card

SPECIALISED LABS

Usability Testing Lab

Test out your digital prototypes (e.g. mobile applications or software) with our usability testing lab, which aids gathering of quantitative and qualitative feedback in and out of the lab environment.

Size: 30 m²

Capacity: Up to 6 pax

Equipment:

- Tobii Nano Eye Tracker

- Tobii Pro Glasses 2 Eye Tracker

- Tobii Mobile Device Stand

- Shimmer 3 GSR Plus

- Espon ELPDC21 Visualizer

- iMotions Software

- Screen Capture Software

3D CONTENT CREATION
Video Production Studio

Get creative in the professional-grade video production studio with facilities, features and equipment. Create 3D content for AR/VR experiences or even produce your own video for branding and marketing purposes.

Size:

- (Room #1) 70 m²

- (Room #2) 75 m²

Capacity: Up to 20 pax each

Equipment:

- 12 x 150W BabyLED Tungsten

- 24 x 100W Light Panel

- 12 x 200W JuniorLED Tungsten

- Movable Green Screen

Movable partitions available to allow usage of the facilities in parts

3D CONTENT CREATION

Green Room

Swap out your background with the use of chroma keying. Let your imagination flow while creating 3D content and avatars too!

Size: 15 m²

Capacity: Up to 4 pax

CONTENT CREATION

Audio Recording Suite

For startups/corporates looking to create podcasts on technology and innovation or record audio content to power AI avatars, this soundproof space is perfect.

Size: 20 m²

Capacity: Up to 5 pax each

Equipment:

- 2x Condenser Mic
- 2x Closed Back Headphone
- Pro Tools HD
- Adobe Creative Cloud

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CONTENT CREATION
Editing Suites

For startups and corporates looking to edit podcasts or videos on technology and innovation. The editing suites are catered to post-production such as editing videos and mixing sounds.

Size:

- Editing Room 1: 8 m²

- Editing Room 2: 10 m²

Capacity: Up to 3 pax each

Equipment:

- Adobe Creative Cloud

- Final Cut Pro

- Audio Mixer

- Broadcast Monitor

- Mac Pro 3.5Ghz 6-core

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CO-WORKING SPACES
Hot-Desking Area

Ideate, collaborate and network with the PIXEL community and mentors at the communal hot-desking area.

Size: 170 m²

Capacity: Up to 60 pax

Equipment:

- Community Pantry
- Lockers
- Printer
- Futsal Table

CO-WORKING SPACES
Grey Zone

Ideate, collaborate and network with the PIXEL community and mentors at the Grey Zone.

Size: 30 m²

Capacity: Up to 12 pax

Equipment:

- 12x Individual Seats

CO-WORKING SPACES
Blue Zone

Ideate, collaborate and network with the PIXEL community and mentors at the Blue Zone.

Size: 35 m²

Capacity: Up to 16 pax

Equipment:

- 16x Individual Seats

CO-WORKING SPACES
Yellow Zone

Ideate, collaborate and network with the PIXEL community and mentors at the Yellow Zone.

Size: 80 m²

Capacity: Up to 32 pax

Equipment:

- 32x Individual Seats

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CO-WORKING SPACES
Boardroom

Suitable for formal or larger meetings e.g. investor/pitching sessions or large-group meetings with industry

Size: 40 m²

Capacity: Up to 20 pax

Equipment:

- Epson Full HD Projector

- Projector Screen

- Crestron AV System

- Conference AV Systems

- Mobile Whiteboard

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CO-WORKING SPACES
Black Room

Conduct your industry meetings and hold networking sessions in our thematic meeting rooms.

Size: 8 m²

Capacity: Up to 4 pax

Equipment:

- 55-inch LG LCD TV

- Mobile Whiteboard / Flipchart Board

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CO-WORKING SPACES
Diner Room

Conduct your industry meetings and hold networking sessions in our thematic meeting rooms.

Size: 15 m²

Capacity: Up to 6 pax

Equipment:

- 55-inch LG LCD TV

- Mobile Whiteboard / Flipchart Board

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CO-WORKING SPACES
Train Room

Conduct your industry meetings and hold networking sessions in our thematic meeting rooms.

Size: 8 m²

Capacity: Up to 4 pax

Equipment:

- Mobile Whiteboard / Flipchart Board

CO-WORKING SPACES
Dungeon Rooms

Conduct your industry meetings and hold networking sessions in our thematic meeting rooms.

Size:

- Dungeon Room 1: 20 m²

- Dungeon Room 2: 20 m²

Capacity: Up to 12 pax each

Equipment:

- 65-inch LG LCD TV

Movable partitions available to allow usage of the facilities in parts

PIXEL FACILITY FACTSHEET

CO-WORKING SPACES
Dragon Rooms

Conduct your industry meetings and hold networking sessions in our thematic meeting rooms.

Size:

- Dragon Room 1: 20 m²

- Dragon Room 2: 20 m²

Capacity: Up to 8 pax each

Equipment:

- 75-inch LG LCD TV

- Panasonic Projector

Movable partitions available to allow usage of the facilities in parts

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CO-WORKING SPACES
Sky Room

Conduct your industry meetings and hold networking sessions in our thematic meeting rooms.

Size:

- 30 m²

Capacity: Up to 6 pax

Equipment:

- 43-inch LG LCD TV

- Whiteboard

Movable partitions available to allow usage of the facilities in parts

CO-WORKING SPACES
Chill Zone

Looking for a place to unwind after a long day of hard work? Look no further than the Chill Zone where you can work hard and play hard. Take a break from the daily grind or network with like-minded professionals. Furthermore, enjoy yourself with a variety of games to choose from!

Size: 30 m²

Capacity: Up to 20 pax

Equipment:

- PS4
- XBOX
- Nintendo Switch
- Futsal table
- Table tennis Table
- Snooker table
- 2x 55-inch LG LCD TV

PIXEL's Address

10 Central Exchange Green,
Singapore 138649

About Us

pixel.imda.gov.sg

Contact Us

pixel@imda.gov.sg

For Enquiries

https://go.gov.sg/preqform

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