

For immediate release

Joint Media Release

National Gallery Singapore and Accenture Launch the Gallery Explorer Mobile App

Integration of digital technologies will provide an enhanced visitor experience

Singapore, 3 November 2015 – National Gallery Singapore (the Gallery) and Accenture (NYSE: ACN), today unveiled the Gallery Explorer, a mobile application designed to enhance the art experience for visitors. The app provides a preview of up to 100 artworks from the Gallery, which will house the largest public display of modern art of Singapore and Southeast Asian from the 19th century to the present day.

Accenture was named Innovation Partner to the Gallery and announced the collaboration to develop the mobile app in late 2014.

The Gallery Explorer was developed to cater to the needs and expectations of Gallery visitors, providing a digitally engaging way to explore everything from exhibitions and events to retail outlets remotely and while they are at the Gallery. By enabling intelligent indoor navigation across the Gallery's 64,000 sqm area, the app offers a differentiated, context-aware experience. Through Bluetooth-enabled beacon technology, a visitor's proximity to an artwork can trigger the presentation of additional relevant content via the app.

"We are passionate about creating personalised experiences for visitors to the Gallery. The collaboration with Accenture leverages technology to transform a visit to the Gallery into an immersive digital art journey," said Chong Siak Ching, CEO of National Gallery Singapore. "As visitors learn about the breadth and depth of the artworks and programmes, they will be able to share their stories with friends through social media and create dialogues about their experiences with art."

Tour Customisation and Integration of Social Media

Using the Gallery Explorer, visitors can create their own customised tours and share these with other art lovers, adding to the existing choice of guided tours curated by the Gallery's team of experts. These additional tours will help cater to the diverse interests and preferences of Gallery visitors, enhancing their art experience.

The app also integrates with social media, allowing users to log in to their own profiles to share their Gallery visit experiences. Visitors who opt not to use their public social media profiles will be able to access the Gallery's own private social network through the Gallery Explorer, where they can connect directly with other art lovers. This includes a dynamic real-time "trending" feature, highlighting the most talked about art works at the Gallery.

Enhancing Visitor Experience through Advanced Analytics

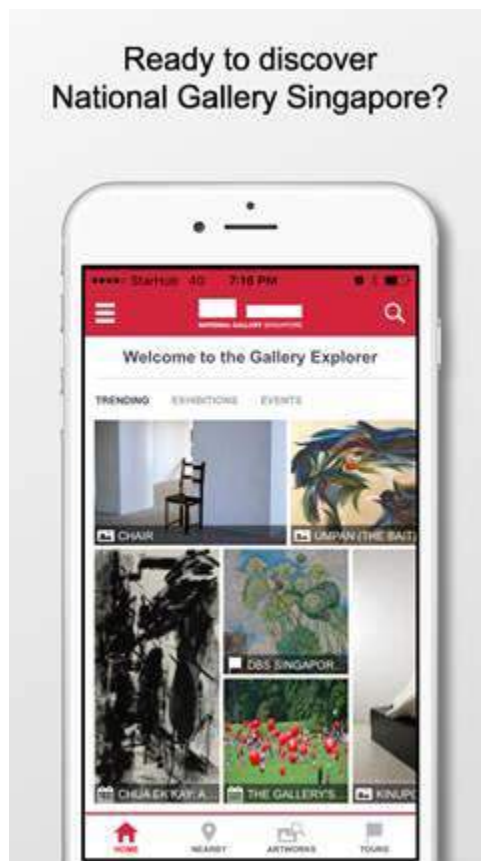
The Gallery Explorer is part of a wider digital innovation strategy being developed by Accenture in its role as the Innovation Partner of National Gallery Singapore. Other areas covered by the collaboration include analytics, user experience design and enterprise architecture:

- **Analytics:** Using advanced analytics methods like agent-based modelling, the Accenture Analytics Innovation Centre in Singapore provides the Gallery with insights into visitor behaviour. Through crowd density, localised congestion and capacity estimation simulations, insights are uncovered that can help the Gallery to develop informed data-driven strategies for improving crowd management and the overall visitor experience.
- **User experience design:** Accenture is helping to make the Gallery's website more intuitive and delightful for customers, to allow them to seamlessly plan their visits across multiple platforms
- **Enterprise Architecture:** Accenture has also designed and implemented the Gallery's enterprise architecture platform to enable the seamless integration of all applications, providing an integrated digital user experience.

The opening of National Gallery Singapore, together with these ground-breaking digital initiatives, will further cement Singapore's position as a regional and international hub for visual arts.

“Singapore is gaining prominence as a global city for the arts, and we are proud to contribute to this vision. Our collaboration with the National Gallery Singapore provides a unique opportunity to bring to life the way digital innovation can enhance and personalise the enjoyment and experience of the arts,” said Teo Lay Lim, senior managing director for ASEAN and country managing director of Singapore at Accenture.

The Gallery Explorer will be available as a free download from Apple's App Store on 18 November 2015, and from the Google Play Store shortly after.



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ABOUT ACCENTURE

Accenture is a global management consulting, technology services and outsourcing company, with more than 358,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$31.0 billion for the fiscal year ended Aug. 31, 2015. Its home page is www.accenture.com.

Accenture Digital, comprised of [Accenture Analytics](#), [Accenture Interactive](#) and [Accenture Mobility](#), offers a comprehensive portfolio of business and technology services across digital marketing, mobility and analytics. From developing digital strategies to implementing digital technologies and running digital processes on their behalf, Accenture Digital helps clients leverage connected and mobile devices; extract insights from data using analytics; and enrich end-customer experiences and interactions, delivering tangible results from the virtual world and driving growth. To learn more about Accenture Digital, follow us [@AccentureDigi](#) and visit www.accenture.com/digital.

ABOUT NATIONAL GALLERY SINGAPORE

National Gallery Singapore is a new visual arts institution which oversees the largest public collection of modern art of Singapore and Southeast Asia. The Gallery is dedicated to collaborative research, education and exhibitions, highlighting the importance of modern art in Southeast Asia in a global context. The Gallery also provides a unique visitor experience through its collections and innovative programming, positioning Singapore as a regional and international hub for the visual arts.

Situated in the heart of the Civic District, the National Gallery Singapore has been beautifully restored and transformed from the former Supreme Court and City Hall buildings – two important heritage buildings of Singapore's nationhood – into an exciting new visual arts venue. Opening in November 2015, the Gallery will be a leading civic and cultural destination established for the enrichment, enjoyment and engagement of Singapore residents and visitors from all over the world. Information on the National Gallery is available at www.nationalgallery.sg.

For media enquiries, please contact:

Hui Luen Lien

Accenture

Tel: +65 6410 8790

Email: Hui.Luen.Lien@accenture.com

Naomi Goh

Burson-Marsteller for Accenture

Tel: +65 6671 3247

Email: Naomi.Goh@bm.com

Fiona Wong

National Gallery Singapore

Tel: +65 6697 9138

Email: fiona.wong@nationalgallery.sg

Beverly Tan

Burson-Marsteller for National Gallery Singapore

Tel: +65 6671 3277

Email: Beverly.tan@bm.com

GALLERY EXPLORER FACT SHEET

Before your visit



Discover The National Gallery Singapore

Uncover the largest public collection of modern Singapore and Southeast Asian art and explore the historical monuments they are housed in.



Get A Sneak Preview Of Up To 100 Artworks

View more than 100 artworks up on display from your phone.

ONLY MUSEUM IN SINGAPORE TO OFFER

- In-depth, dynamic indoor navigation experience. (over 600 iBeacons deployed across all spaces)
- Interactive, customisable audio tours.
- In-app social networking feature.



Discover Your Direction

Pre-plan your museum route based on your favourite artworks.

During your visit



Curate Your Own Gallery

Pick and choose your favourite artworks from our galleries to create your very own art journey.



Follow The Beacon

Get turn-by-turn directions from your current location to points of interest within the Gallery.



Watch Art Come Alive

Discover top trending artworks at the Gallery and learn about the stories behind the masterpieces.



Be The Master Of Your Adventure

Customise your own tour or embark on one of the guided tours curated by the Gallery's team of experts.



Smart Audio For An Intimate Experience

Plug in your headphones and listen to personalised audio content as you explore the Gallery.



Connect With Art Lovers

Network with like-minded art connoisseurs through the Gallery's private social network.

After your visit



Share Your Experience

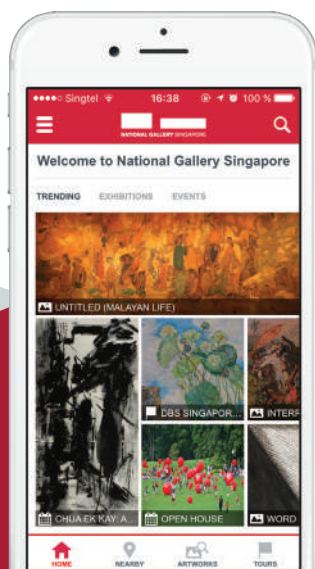
Share and discuss about your favourite artworks and spaces through Facebook or email.



Leave Your Notes

Share your customised tours with other art lovers.

An art journey like you've never experienced before.



The Gallery Explorer

Coming soon: Opt to peruse the Gallery's art collection in any of Singapore's four official languages – English, Chinese, Malay, and Tamil.



Gallery Explorer supports iOS7.1 and later versions



Gallery Explorer supports Android 4.1 and later versions