



**National  
Heritage  
Board**

**PRESS RELEASE**

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**TEAM CRAVIRTUA EMERGE VICTORIOUS AS THE ULTIMATE HERITAGE GAME**

**Singapore – 26 November 2009** :: After months of research, animation and computer coding, the winning game of the National Heritage Board's *Mission Darkstar – Heritage Gaming Defined* competition, was announced today at the official prize giving ceremony held at Funan Digitalife Mall. Team Cravirtua from ITE Macpherson with their game entitled, *Singapura Fiesta – The Lahyon Roars*, beat four other finalists and walked away with a cash prize of S\$8,000 in this first online gaming competition that aims to boost heritage awareness among youths in Singapore and harness the collective creativity of web-savvy Singaporeans.

*Singapura Fiesta – The Lahyon Roars* was selected after attaining the highest score in various levels such as gaming interactivity, audio/visual design, multiplayer functionality, heritage elements and number of votes/hits from the general public. The multi-genre and multi-player game, which attained a total of 12,024 hits since it was first opened to the public, includes everything from action and adventure to tactical-thinking and RPG. Said Glenn Toh, programmer, artist and leader of Cravirtua: "Apart from gaming mechanics and programming, we had to do a lot of research on Singapore's history and heritage during the making of the game. We wanted to offers gamers a colourful mix of history and heritage delivered in an exciting and entertaining way".

The other four games – *Legends of Singapura*, *Back In Time*, *Singaport* and *Love By Past* – which took second, third and consolation prizes respectively, put up a good fight in the competition, which began in December last year. Created by the four teams - three student groups and one all-teacher team – the games successfully resonated with users and bore strong links to Singapore's history and heritage.

Public voting accounted for 30 percent of the teams' overall scores, while the other 70 percent came from a three member judging panel. The members were: Ms Cheryl Koh, Deputy Director of Corporate Communications and Industry Promotion at the National Heritage Board, Mr Thomas Lim, Senior Director, Special Programs, Media Development Authority Singapore and Mr Ken Chua, Chief Executive officer, iCell Network Pte Ltd.

Mission Darkstar is one of the many new social media initiatives by NHB, that aims to foster a connection between the young and our national heritage, culture and identity.

For more details on Mission Darkstar, please refer to Annex A

For details on the final rankings of the teams and their games, please refer to Annex B

**– The End –**

**About Mission Darkstar – Heritage Gaming Redefined**

Managed by the National Heritage Board, Mission Darkstar aims to draw on the dynamism and creativity of Singaporeans to develop an edutainment heritage-based gaming product. It also seeks to cultivate an interest and appreciation amongst youths in heritage and culture by appealing to their love for web gaming. This will instill a better sense of community, national identity and rootedness among the youths and showcase the creative online works of Singapore youths.

**About National Heritage Board**

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging collaborative partnerships. NHB leverages on technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, the Heritage Conservation Centre and the Preservation of Monuments Board.

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### **Mission Darkstar – Heritage Redefined Background Information**

*Mission Darkstar – Heritage Gaming Redefined* aims to reach out to the younger generation aged between 17 and 35 in Singapore. The competition is the first museum- and heritage-based online game competition to be held in Singapore. It seeks to harness the power of social media, the popularity of online gaming and the collective creativity of web savvy Singaporeans to raise the awareness and appreciation of Singapore's unique heritage and culture. The competition was supported by the Innovation @ MICA Fund. Administered by MICA Innovation Working Committee (IWC), the fund grants seed funding for innovative projects managed by officers from MICA or its agencies.

Mission Darkstar aims to:

- Draw on the dynamism and creativity of Singaporeans and students to develop edutainment heritage-based gaming product
- Cultivate an interest and appreciation amongst youths in the heritage and culture by appealing to their love for web gaming
- Spur the creation of new online projects that can demonstrate that Singapore has a vibrant and sustainable creative gaming cluster.
- Instill a better sense of community, national identity and rootedness among youths

#### **A) Stage 1 Phase**

In Stage 1 of the competition, participants submitted their proposals along with sketches and other relevant supporting documents for web-based games with both social media and heritage elements. A total of 21 game proposals from 18 teams mainly from polytechnics and ITE's were submitted. The five selected teams were shortlisted for their uniqueness, design, ease of use, interactivity, public engagement, heritage awareness and feasibility of their proposals.

#### **B) Stage 2 Phase**

In Stage 2, the five selected teams were awarded a seed fund of S\$ 4000 to develop an online prototype of a heritage game. Their completed games were made publicly available online through social media platforms. The judging process was two-pronged, with a panel of expert judges and public votes deciding the results. The winners was selected based on the quality of the game and how it resonated with the intended users and its strong link to Singapore's history and heritage.

#### **C) Evaluation and Award Process**

Evaluation of Stage Two of the competition is based on:

- Total number of hits on all game sites (15%)

- Total number of page views (15%)
- Total times of game play (20%)
- Ease of use (10%)
- Game Design (10%)
- Multiplayer functionality (10%)
- Number of museum roundtable museums, libraries and national monument sites in game (20%)

#### **D) Number of Hits**

The number of hits received on all the sites has amounted to 23,660. The individual figures are as follow:

Game	Team	Total Hits
Singapura Fiesta	Cravirtua	12,024
Legends of Singapura	Jason and Friends	7,501
Singaport	Flash Studio	2,515
Back In Time	Square Root 25	1,323
Love By Past	Knockout	297

#### **E) Prizes**

Three top prizes and two consolation prizes amounting to a total of \$13,500.

First prize	: \$8,000
Second prize	: \$3,000
Third prize	: \$1,500
Two Consolation prizes	: \$500 each

#### **F) Competition Judges**

The winners of the competition were determined by a two-pronged judging process made up votes from the general public and a panel of expert judges from NHB, IDA and Nextgen Studios, a professional game development outfit:

1. Ms Cheryl Koh, Deputy Director, Corporate Communications & Industry Promotion, National Heritage Board
2. Mr Thomas Lim, Senior Director, Special Programs, Media Development Authority Singapore
3. Mr Ken Chua, Chief Executive officer, iCell Network Pte Ltd

#### **G) Public Voting**

For the public voting segment of the judging process, the ranking of each game was measured by the total number of votes it received from the general public. The

games were featured on the teams' individual websites and players cast their votes on the official Mission Darkstar website: [www.missiondarkstar.com.sg](http://www.missiondarkstar.com.sg)

The voting period for the completion ran from 3 October 2009 to 12 November 2009. The ranking and total number of votes for each team are as follow:

Rank by Voting	Game	Team	Total votes
1	Singapura Fiesta	Cravirtua	1093
2	Back In Time	Square Root 25	500
3	Legends of Singapura	Jason and Friends	371
4	Love By Past	Knockout	306
5	Singaport	Flash Studio	241

## Final Rankings of the Teams and Information of the Games

### 1st Prize

#### Singapura Fiesta - The Lahyon Roars (ByTeam Cravirtua)



This multi-genre and multi-player game that includes action, adventure, tactical-thinking and RPG offers gamers a substantial mix of heritage elements delivered in a fun and entertaining way. The team hopes that the various genres will challenge players and keep them coming back for more.

### 2<sup>nd</sup> Prize

#### Legends of Singapura (By Jason and Friends)



This game features the colourful legends of Singapore and will engage gamers through a variety of local myths & legends led by Sang Nila Utama. Gamers will play through stories such as the Redhill Legend, the Legends of Radin Mas Ayu, Badang The Strongman, Kusu Island and Sister Island. The game will allow players to encounter interesting Singapore legends through a thrilling gaming experience.

### 3<sup>rd</sup> Prize

#### Back in Time (By Square Root 25)



Back in Time is an adventure RPG game where players take on the role of Sam, who is sent back in time to undo the damage done by a group of baddies, who want to change the history and heritage of Singapore. Gamers will be taken through various milestones in Singapore history, and exposed to local heritage details through the many levels.

### **Consolation**

#### **Singapore (By Flash Studio)**



Singapore is a puzzle game which consists of three exciting mini games where players will take on the role of a foreign businessman setting up a trading business along the Singapore River. Through the challenging puzzles, gamers will be exposed to the interesting process of the entrepot trade business in historical Singapore.

### **Consolation**

#### **Love by Past (By Knockout)**



Love Knockout is a 2D point and click adventure game where gamers will have to interact with characters in the game, collect items and solve puzzles to connect key events in Singapore's history. The objective of the game is to educate players on Singapore's heritage and history through an interactive, fun and humorous way.

## **Media FAQs**

### **To whom is Mission Darkstar targeted at?**

*Mission Darkstar* aims to reach out to the younger generation aged between 17 and 35. It aims to use the power of social media, the popularity of online gaming and the collective creativity of web savvy Singaporeans to engage these youths.

### **What is the underlying theme of the games?**

Competitors have all incorporated parts of Singapore's history and heritage into their game designs which range from simple Flash animation to more elaborate massively multiplayer online role-playing game (MMORPG).

### **How many submissions were there in the initial stage of the competition?**

In our call for submissions on 10 December 2008, NHB received a total of 21 game proposals from 18 teams mainly from polytechnics and ITEs.

### **How were the five teams chosen?**

The five teams' game proposals were selected by a panel of judges from NHB, IDA and Nextgen Studios, a professional game development outfit. The proposals were selected for their uniqueness, design, ease of use, interactivity, public engagement abilities, local history/heritage elements and feasibility.

### **How was the winning team be chosen?**

Again, the games will be judged by a panel of expert judges from NHB, IDA and iCell Network Pte Ltd. Team Cravirtua clinched the top prize due to its total number of hits on its website, total number of page views, total times of game play, ease of use, game design, multiplayer functionality, history/heritage content and number of museum and national monument sites featured.

### **What will happen to the games after the competition?**

Following the competition, the games will continue to be featured on the teams' websites to reach out and connect with youths. The games will also be presented to various schools with the aim that they can serve as interactive and 'edutaining' learning resources in the classroom. Furthermore, NHB is continuing to collaborate with various educational institutions and students in the creation of future gaming projects that will spread heritage awareness among youths in Singapore. This will also contribute to the local gaming industry that is starting to slowly grow.

### **What other new social media initiatives has NHB adopted to connect youths to local heritage and culture?**

NHB has been very active in harnessing various new social media platforms to communicate and connect with youths. Our yesterday.sg portal ([www.yesterday.sg](http://www.yesterday.sg)) for instance, is a vibrant resource for all things history and heritage, and houses an active heritage blogging community where bloggers contributes posts, read personal stories and engage in friendly discussions. Heritage TV, which is produced in-house by a two-member team, is another social media initiative that showcases fun and comprehensive youtube-like heritage videos. We also have an active twitter page (<http://twitter.com/yesterdaysg/>) and a Facebook fan page (<http://www.facebook.com/pages/Singapore/I-Love-Museums/147872113417>).