

FOR IMMEDIATE RELEASE

URA, ESRI Inc. and ESRI Singapore ink MOU on 3D Collaboration

SINGAPORE – May 20, 2010 – The Urban Redevelopment Authority (URA) of Singapore, ESRI Inc. and ESRI Singapore signed a Memorandum of Understanding (MOU) today, inking a special collaboration to develop and integrate 3D digital urban model system into the ArcGIS 10 platform.

URA is Singapore's national land use planning and conservation agency. Its mission is to make Singapore a great city to live, work and play in. Long-term and comprehensive land use planning has enabled Singapore to enjoy strong economic growth and social cohesion. To enhance its land use planning processes, the URA has chosen ESRI's ArcGIS as the core GIS platform for its Integrated Planning and Land Use System (iPLAN) that is currently used by more than 400 planning staff in URA every day. The iPLAN replaces the Integrated Land Use System (ILUS) implemented by URA back in the 1990s.

URA currently operates iPLAN and the 3D urban model systems separately. With this 3D collaboration, the integration of 2D GIS with 3D urban models will facilitate innovative use of rich information in both systems for advanced analysis, simulation and visualization to support more effective decision making.

In his opening address, Mr. TAN Siong Leng, Deputy Chief Executive Officer (URA International & Corporate Development) commented that: "ESRI Inc. is a reputable global company with strong R&D expertise in GIS", further adding: "We are happy and do look forward to working with ESRI Inc. and ESRI Singapore in this strategic 3D collaboration for urban planning and design."

Representing ESRI Inc., Mr. Bill SHEPHERD, Strategic Business Development Manager for ESRI Asia: "ESRI Inc. is very pleased indeed to work closely with URA as they move into 3D GIS. URA is an internationally renowned organization that has demonstrated thought leadership and continues to be at the forefront of the application of GIS technology to the achievement of excellence in Urban Design and Planning."

Mr. Leslie WONG, Chief Executive Officer of ESRI Singapore affirmed that: "ESRI Singapore is privileged to work with URA and ESRI Inc. and we are committed to ensure the success of this collaboration to the best of our abilities."

About URA

The Urban Redevelopment Authority (URA – www.ura.gov.sg) is Singapore's national land use planning and conservation agency. URA's mission is "to make Singapore a great city to live, work and play in". We strive to create a vibrant and sustainable city of distinction by planning and facilitating Singapore's physical development in partnership with the community.

The URA has successfully transformed Singapore into one of the most livable cities in Asia through judicious land use planning and good urban design. URA adopts a long term and comprehensive planning approach in formulating strategic plans such as the Concept Plan and the Master Plan, to guide the physical development of Singapore in a sustainable manner. Its plans and policies focus on achieving a balance between economic growth and a quality living environment. As the conservation authority, URA has an internationally recognized conservation programme, having successfully conserved not only single buildings, but entire districts.

To turn its plans and visions into reality, URA takes on a multifaceted role. In addition to its planning function, URA is also the main government land sales agent. Through sale of state land, it attracts and channels private capital investment to develop sites to meet our land use needs. URA is also the development agency for Marina Bay, the new city extension. To create an exciting cityscape, URA also actively promotes architecture and urban design excellence.

About ESRI

Since 1969, ESRI (www.esri.com) has been giving customers around the world the power to think and plan geographically. The market leader in GIS, ESRI software is used in more than 300,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. ESRI applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. ESRI is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms.

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About ESRI Singapore

ESRI Singapore (www.esrisingapore.com.sg) specializes in Geographic Information Systems (GIS) and image processing solutions with a broad range of products, applications and total spatial solution offerings. Founded in 1990 and rebranded two years ago, ESRI Singapore has established itself to be the GIS leader and player in the region by providing cutting edge GIS and image processing technologies and solutions from the world leaders - Environmental System Research Inc. (ESRI Inc.) and ITT Visual Information Solutions (ITT VIS).

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