

MY HOME IN

6

SECONDS

PRIVATE HOME SALES DOWN

THE number of new private homes launched and sold last month dropped sharply from March, The Straits Times reported. Buyers took up 274 homes, down from the 301 sold in March.

Developers launched 271 units last month, less than half of what they launched in March, and the lowest since the Urban Redevelopment Authority started releasing monthly sales figures last June.

CNB NETS 86 OFFENDERS

EIGHTY-SIX suspected drug offenders were arrested in an islandwide operation by the Central Narcotics Bureau on Monday. Drugs worth over \$73,000 were also seized.

POLL PERIOD FROM MAY 23 TO JULY 31

IN OUR news brief yesterday, Households picked for MOM survey, it was reported that 33,300 households have been selected for the Ministry of Manpower labour force survey, to be carried out from May 23 to 31. It should have been 33,000 households and the period is from May 23 to July 31.

my paper 我报

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 SINGAPORE PRESS HOLDINGS

PERSONALLY SPEAKING

WITH WILSON TAN

Marrying mail and e-mail

DAWN TAY

HE IS a man who combines the new and the old with ease.

Mr Wilson Tan, 50, is not only president of the Singapore Computer Society (SCS), Singapore's largest IT organisation, he is also chief executive officer of Singapore Post.

While he continues to develop Singapore's growing infocomm industry with SCS, Mr Tan does not plan to leave the local 150-year-old postal industry behind. He was appointed the CEO of SingPost last October.

Mr Tan is an infocomm industry veteran with over 25 years of experience and has held senior management positions in various multinational corporations such as Mercury Interactive, Software AG, Apple, Informix and Xerox.

With his experience, he helps marry the latest advancements in IT with traditional postal and logistics services, in SingPost's bid to stay relevant as a mail service in the age of e-communications.

Said the 2005 winner of SCS's IT Person of the Year: "Take the technology used to tag and track parcels, for example. That's how new IT is used in SingPost's bread-and-butter mailing services."

He envisions the next big thing in the infocomm industry to be location-based services, which involves tie-ups between local telecommunication companies and service providers.

He gave this example: "I let my telecommunications company know that I'm interested in cruises. When I walk down Orchard Road, I'll be able to receive SMSes telling me about



SYNERGY: Mr Tan sees a bright future for Singapore IT professionals. (PHOTO: JAMIE KOH)

promotions in nearby cruise companies."

The same synergy that Mr Tan uses to combine his work in SingPost and SCS is also evident in his family life. His knowledge of IT comes in handy when he needs to keep in touch with his two sons and a daughter, aged 18, 20 and 22. Two of them are overseas.

He told *my paper* that he keeps in touch with them via SMS and Skype, a service that allows people to make video calls to each other from their computers via the Internet. And he even reads their blogs.

Despite his successes, Mr Tan is also a firm believer in servant leadership - serving the very industry he leads. He has

chaired various regional and local IT organisations such as the Asia-Oceania Computer Industry Organisation, and currently sits on the advisory boards of various education institutions, such as the Institute of Systems Science.

He has also been involved in various community projects for more than 14 years. For example, he volunteers with BizLink Singapore, a non-profit volunteer organisation that trains and places people with disabilities in employment.

He sees a bright future for Singapore IT professionals, who will no longer suffer the indignity of being labelled "geeks" and "uncool".

He said: "Look at the range

of popular interactive digital media now, such as games, music, web applications. Mobile-web-interfaces such as the iPhone are now a hit with the Gen Y and professionals.

"It's sexy to be an IT professional now."

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HELPDESK 我的字典

Information

Technology (IT):

信息技术 xìn xī jì shù

Traditional: 传统的

chuán tǒng de

THIS GHOST VIDEO HOAX COSTS \$100,000

THE "ghost video" - actually a publicity stunt - that was widely circulated via e-mail here last month cost recruitment and HR consultancy group GMP just \$100,000.

What it got in return was more than 250,000 views on YouTube and wide media coverage, after it was first posted on citizen media website Stomp.

Created by McCann Worldgroup Singapore, the video first appeared online on April 21.

It showed what appeared to

be CCTV footage of two men being followed out of an office lift by the ghost of an old woman.

Mr Farrokh Madon, executive creative director for McCann, said in an article in Marketing Magazine that the "Raffles Place Ghost" is a "fantastic example of how a big idea can magnify a small advertising budget".

"Besides great awareness, there was a lot of traffic to the GMP microsite and the number of CVs uploaded increased exponentially," he added.



HAUNTED HOAX: The "ghost" (left) captured on CCTV. (PHOTO: STOMP)