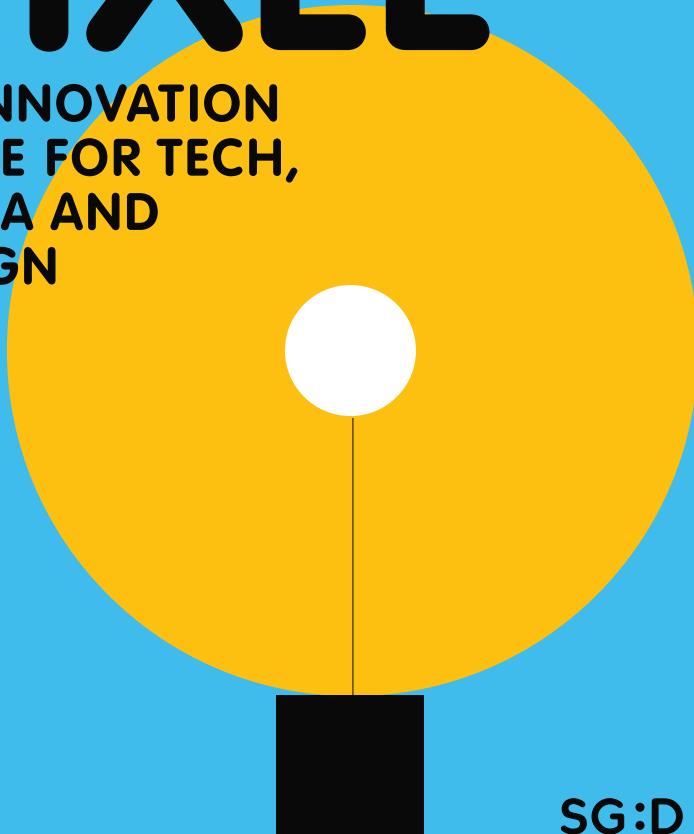



PIXEL

AN INNOVATION
SPACE FOR TECH,
MEDIA AND
DESIGN

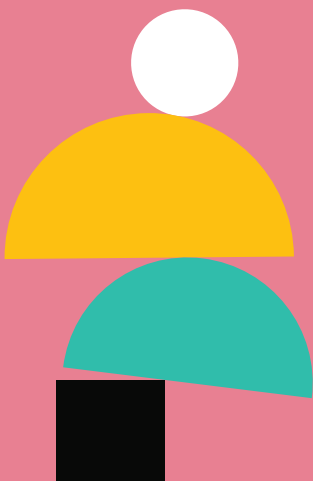


SG:D PIXEL



FROM PIXEL TO LIFE

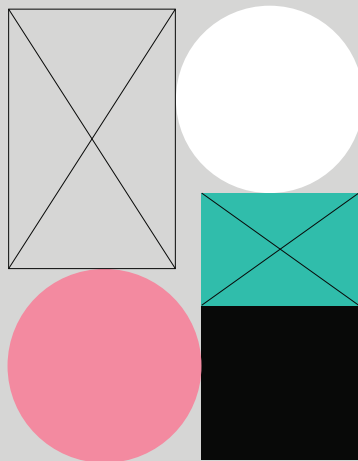
Located at One North, PIXEL is an innovation space that provides the Infocomm and Media (ICM) industry with facilities, expertise and programmes to ideate, experiment and build customer-centric digital experiences for the future.



DESIGN THINKING

FROM PIXEL TO CUSTOMER

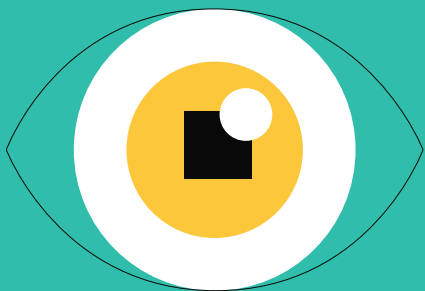
Learn about Design Thinking and how its human-centred approach to problem solving can help you create more customer-oriented digital products through workshops and project-based coaching sessions at PIXEL.



UI/UX

FROM PIXEL TO PROTOTYPE

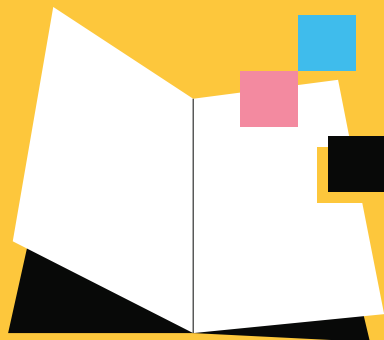
Build and enhance your UI/UX capabilities as you prototype and design customer-centric digital experiences through workshops, masterclasses, project-based coaching, and our usability testing lab at PIXEL.



IMMERSIVE EXPERIENCES

FROM PIXEL TO EXPERIENCE

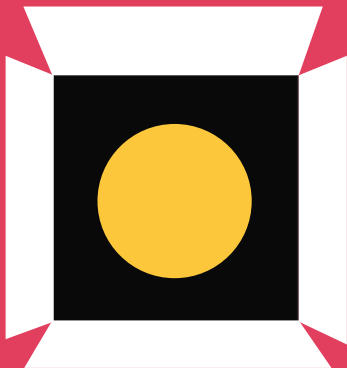
Experiment with the latest tools and software platforms, such as extended reality and advanced interfaces, to create innovative, immersive experiences.



DIGITAL STORYTELLING

FROM PIXEL TO STORIES

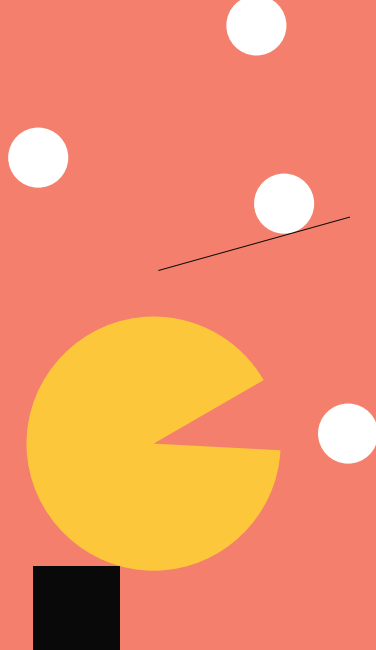
Learn how to combine digital tools and storytelling techniques, to transform your digital products and services into engaging experiences with powerful narratives, through workshops and project-based coaching at PIXEL.



CONTENT CREATION

FROM PIXEL TO PICTURE

Combine the power of technology and storytelling to craft content that speaks to your audience with our video production facilities and editing suites.



GAMES

FROM PIXEL TO PLAY

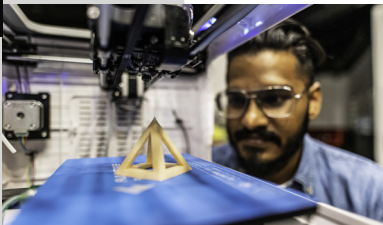
Design, build your game, and plug into the local game development community.

FACILITIES & EQUIPMENT



USABILITY TESTING LAB

Test your prototype, website or mobile app with specialised tech, such as wearable eye-tracking hardware, galvanic skin response sensors and more!



FABRICATION LAB

Get access to the latest rapid prototyping equipment, such as 3D printers and laser cutters, for your project.



5G LIVING LAB

Experiment indoor testing with 5G applications and use cases across tech and content, and see how 5G can take your digital products and solutions to the next level.



IMMERSIVE EXPERIENCES LAB

Try out the latest VR, AR, MR and Advanced Interfaces software platforms and tools to develop powerful immersive experiences.



VIDEO PRODUCTION

Record and edit your creative pieces with professional video and sound production facilities, such as green screens, professional cameras, camera crane systems and thematic sets.



CO-WORKING AND INCUBATION SPACES

Work alongside a multidisciplinary community of tech innovators, content creators and digital designers.

WHAT GOES ON AT PIXEL?



LEARN

Join our workshops and masterclasses to get inspired by innovative use cases and deepen your knowledge in your areas of interest. Sessions are FREE, and open to attendees from enterprises.



BUILD

Ideate, experiment and prototype to create customer-centric products with our unique mix of tech, media and design facilities, all under one roof.



CONNECT

Mingle, network and discover new opportunities for collaboration with innovators and mentors in our unique multidisciplinary community.



MENTORSHIP

Gain business or technical insights for your business through coaching and consultation sessions with our mentors.


PIXEL mentors are trusted and experienced advisors who take time out of their busy schedules to coach promising infocomm and media companies.

We will match their expertise to your needs, and provide the space for mentoring sessions.



FROM PIXEL TO LIFE

To find out more, email us
at pixel@imda.gov.sg.

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 impixel.imda.gov.sg/

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