



Jun 17, 2013 16:00 +08

Changi Airport unveils brand new ‘social’ attraction

SINGAPORE, 17 June 2013 – Singapore Changi Airport unveiled today its latest attraction that blends avant-garde design with interactive technology, allowing travellers to share their photo and video memories instantly and to retrieve them on subsequent visits to the airport.

At close to nine metres tall and taking pride of place at the heart of Terminal 1, **The Social Tree** is Changi Airport’s largest interactive installation, located in the terminal’s Central Piazza, right after immigration counters and set against the backdrop of aircraft bays.

The Social Tree is surrounded by eight touch-screen photo booths that enable travellers to 'attach' their photos onto the colourful and animated crown of the structure, which is made up of 64 giant 42-inch high-definition screens, offering a 360-degree display of various animated backgrounds including a mystical forest and the Singapore skyline. Travellers can also post photos and videos taken at the booths on their social networking profiles.

The Social Tree also provides for travellers to be part of Changi Airport's history by leaving behind a photo or video of themselves which will be kept for many years and decades to come. Travellers – and their families – can retrieve and re-live their digital memories at Changi Airport from this memory capsule.

Mr Yeo Kia Thye, Senior Vice President for Airport Operations, Changi Airport Group (CAG), said, "We live in a world where digital communities form part of our everyday life. We see hope to see The Social Tree grow into a digital community at Changi Airport, offering a connection over time for our passengers who may pass through Changi many times in their lives. It also provides a social element for our more than 52 million passengers each year to reach out to family and friends."

The Social Tree is the latest enhancement to the Changi Experience and the result of CAG's efforts to continually improve Changi Airport's award-winning amenities and facilities. It follows the upgrading of Terminal 1 last year which saw the installation of the mesmerising Kinetic Rain sculpture, in the Departure Hall.

Following its launch, The Social Tree will be further enhanced in the coming months to deliver even more interesting interactive functions.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency

services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport (www.changiairport.com) is the world's most awarded airport with more than 430 accolades received since it opened in 1981. To serve passengers and visitors from the world over, there are over 330 retail stores and 120 F&B outlets across the airport's three terminals. Changi handled more than 51 million passenger movements in 2012, an annual record. Today, it serves some 100 airlines flying to over 250 cities in about 60 countries and territories worldwide. A flight takes off or lands at Changi roughly once every 100 seconds.