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## ST Telemedia Unveils New Corporate Identity



ST Telemedia unveiled a refreshed corporate identity (CI) to reflect its strategic direction and expanded business focus. Building on its rich heritage, ST Telemedia's distinctive new CI includes a modern logo and a streamlined name, 'ST Telemedia' ('STT' in short). This is the first major brand initiative in STT's 22-year history.

At an internal launch event on 22 August, STT Executive Director Mr Sio Tat Hiang noted the Company's proactive and continual efforts to evolve and adapt its strategy and portfolio to be future-ready. Since embarking on the new direction, STT has made significant progress towards building a robust ecosystem of communications, media and technology businesses for the digital economy. STT has also launched the first brand extension in the STT corporate family -- ST Telemedia Global Data Centres -- at the event.

As part of the CI revitalisation, STT has introduced a new brand system, website and tagline, 'Catalysing Growth in a Connected World', which reinforces its commitment as an enabler of growth and value creation.



STT's Executive Director Mr Sio Tat Hiang presenting a commemorative Video Book to Chairman Mr Tan Guong Ching at the launch.



Extending its network, STT has also launched its first brand extension - ST Telemedia Global Data Centres (STT GDC).

## CORPORATE NEWS

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STT GDC executives at BCA Green Mark Award Ceremony

### **STT GDC Receives Platinum Green Mark Awards for Singapore Data Centres**

STT GDC's Singapore data centres have received three notable industry awards for its progressive green initiatives. Both STT Defu and STT MediaHub have received the "Platinum BCA-IDA Green Mark Awards (New Data Centres) 2016". On top of that, its flagship data centre, STT Defu, has also been conferred the "Platinum BCA Green Mark Award (non-residential new building) 2016". To qualify and be rated for the Awards, buildings need to undergo a vigorous evaluation process by Singapore's Building Control Authority (BCA) where they are assessed on the energy-efficient and environment-friendly features and practices incorporated in the building design and operation. The Platinum rating is the highest Green Mark certification to be awarded to individual building projects.



## ST Telemedia Invests in Leading Provider of Real-time IT Operations Analytics

ST Telemedia led the second phase of Moogsoft's over-subscribed Series C financing totalling over \$30 million. Moogsoft has surpassed its growth goals for the most recent fiscal years, and the new funding will be used to fuel the expansion of its global operations in Asia, Europe, and the Americas. The company's customers include blue chip enterprises and major service providers with massive, web-scale, complex IT architecture.

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## VIRTUS Named 16th Fastest Growing Company in the UK's Tech Track 100

VIRTUS Data Centres' remarkable growth of 133.57% over the last three years has placed it in Sunday Times' Tech Track 100. Ranked the 16th fastest growing technology company in the UK and the fastest growing data centre company, the award recognises the company's success as it focuses on designing, building and operating the most innovative data centres in the UK, as well as in and around London. The Tech Track 100 ranks Britain's top 100 private technology, media and telecoms companies with the fastest-growing sales over the latest three years.

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## Red Herring Recognises Greenwave for its Innovation, Leadership and Market Position

Greenwave System has received the 2016 Red Herring Top 100 Award, a prestigious award presented to the most exciting and promising start-ups and "scale ups" around the world. The company's market-leading IoT solution, the AXON Platform®, was instrumental in securing this win, and is a testament to its' continued success and momentum in the IoT space. Since 1996, the Award, vied by hundreds of candidates from each continent, is well-recognised by technology industry executives, investors and strategists.

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## VALUE CREATION

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### **StarHub, NUS, Veniam and ComfortDelGro Bus Launch Singapore's First Mesh Network of Connected Vehicles Pilot**

StarHub and National University of Singapore (NUS), together with ComfortDelGro Bus and Internet of Moving Things provider, Veniam, have deployed Singapore's first mesh network of connected vehicles pilot on NUS Kent Ridge campus. Through this disruptive approach, which leverages vehicles as mobile Wi-Fi access points to extend overall Wi-Fi network coverage and enable connectivity with various Internet of Things devices, NUS staff and students can now access seamless Wi-Fi while travelling on all NUS campus shuttle buses. Commercial partners can also leverage the anonymised data generated from this network to analyse and address urban challenges facing Singapore logistics and transportation companies today.

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### **Datameer Shares Blueprint for Big Data Analytics Success**

As an extension of its end-to-end, modern business intelligence platform, Datameer has introduced a series of tools designed to help companies discover and implement long-term data analytics strategies and best practices. Recognising that the big data market is maturing and companies need value-based outcomes, Datameer is bucking the status quo and going beyond technology implementation to provide customers with a blueprint to success.

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### **Coronet Joins StarHub's Cyber Security Centre of Excellence**

As StarHub's latest Cyber Security Centre of Excellence partner, Coronet joins several industry players, academia and public-sector organisations in the alliance to collaborate in various bold initiatives to strengthen Singapore's capabilities in cyber security. The company brings a one-of-a-kind solution to arm organisations with real-time visibility to wireless threats on networks around devices, and provides policy-based control on the user's connectivity to networks and their access to enterprise resources. Coronet is the first company to monitor the global wireless environment for threats and automatically evaluate the associated risks in connection to any wireless network.

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## COMMUNITY

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### Level 3 Champions Cyber Security in National Awareness Month

Underscoring its commitment to cyber security, Level 3 lends support to the National Cyber Security Awareness Month (NCSAM) in promoting online safety awareness. Designated an Official Champion by the U.S. Department of Homeland Security and National Cyber Security Alliance, the company joins the growing global effort among businesses, government agencies, colleges and universities, associations, non-profits and individuals as it focus on delivering secure enterprise solutions as well as online safety educational programmes to the community. NCSAM is a collaborative effort between government and industry to provide digital citizens the resources needed to stay safe and secure online and protect their personal information.

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