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## Travellers at Changi Airport Pay Low Prices for Digital Gadgets

*'Digi5' Gameshow offers travellers the chance to purchase digital gadgets for as low as S\$5 at the annual 'Digital Connection 2006' IT Fair at Changi Airport*

Travellers at Singapore Changi Airport can enjoy savings of up to 50% when they shop for IT and electronic products and accessories at the airport this October. The Civil Aviation Authority of Singapore (CAAS) is organising its annual IT Fair, Digital Connection 2006, from now till 24 October 2006. Digital Connection 2006 was officially launched by CAAS' Director-General, Mr Wong Woon Liong, today. Besides a road show showcasing the latest photographic equipment, computers and electronic products, Digital Connection 2006 will also feature a gameshow called 'Digi5', an 'Amazing Half Price Deals' promotion and a free video message recording service - 'Hello @ Changi - Smile'.

Now into its fifth year, a key highlight of Digital Connection 2006 is a gameshow called 'Digi5' where participating travellers can get a chance to purchase digital gadgets such as MP3 and MP4 players, digital cameras, and notebook computers at just S\$5, S\$50 or S\$500. Travellers participating in the gameshow are required to answer five simple questions and the person with the most number of correct answers will get the chance to purchase the digital products at the special price offered. The gameshow is held daily in the Departure/Transit Mall of Terminal 1 and Terminal 2. There will be three rounds of play everyday, with three lucky travellers participating in each round. At the launch event, Mr Wong Woon Liong watched the 'Digi5' gameshow and witnessed winning travellers buying a Creative's MP3 player at S\$5 (usual retail price: S\$170), a Casio digital camera at S\$50 (usual retail price: S\$760) and an Apple MacBook Pro at S\$500 (usual retail price: S\$4,083).

In the 'Amazing Half Prize Deals' promotion, travellers who spend a minimum of S\$100 at any retail or food & beverage outlet at the airport will be able to purchase the latest digital accessories such as laptop bags, iPod cases, camera holders by popular brands like Samsonite, TravelPac and MobileGear at half the usual retail price. In addition, during the IT Fair, some 19 participating brands will be offering their latest products at attractive prices and with exclusive freebies available only at the airport's IT extravaganza.

"Since we first launched the IT Fair in 2002, we have seen a phenomenal 400% increase in sales from the event, with sales for last year's show at Changi Airport surpassing 2004's by more than 20%. IT and electronics are now ranked 4th in terms of total sales at Changi Airport and these products are especially popular among European, Australian and Indian travellers. Every year, CAAS aims to introduce new

concepts to the IT Fair to add variety and interest to the shopping experience for our travellers. This year, the 'Digi5' gameshow offers our travellers the chance to purchase their dream digital products at very low prices, representing savings of up to more than 90%. We hope that Digital Connection 2006 will spur travellers to take this value-for-money opportunity to shop for IT and electronic products at Changi Airport," said Mr Wong Woon Liong.

Travellers visiting the IT Fair will also be able to stay connected with families and friends through video messaging. Travellers will have 15 seconds to record their messages on video and will be filmed by the IT promoter at the airport's event site. The recorded video messages will be uploaded on Changi Airport's website [www.changiairport.com](http://www.changiairport.com). An e-mail containing the link will be sent to the traveller and three other e-mail addresses of the traveller's choice to enable them download the video message. The video messages will be available online until 23 November 2006. CAAS will also be giving away two SD card readers daily to two lucky winners who visit the airport's website to view the video messages.