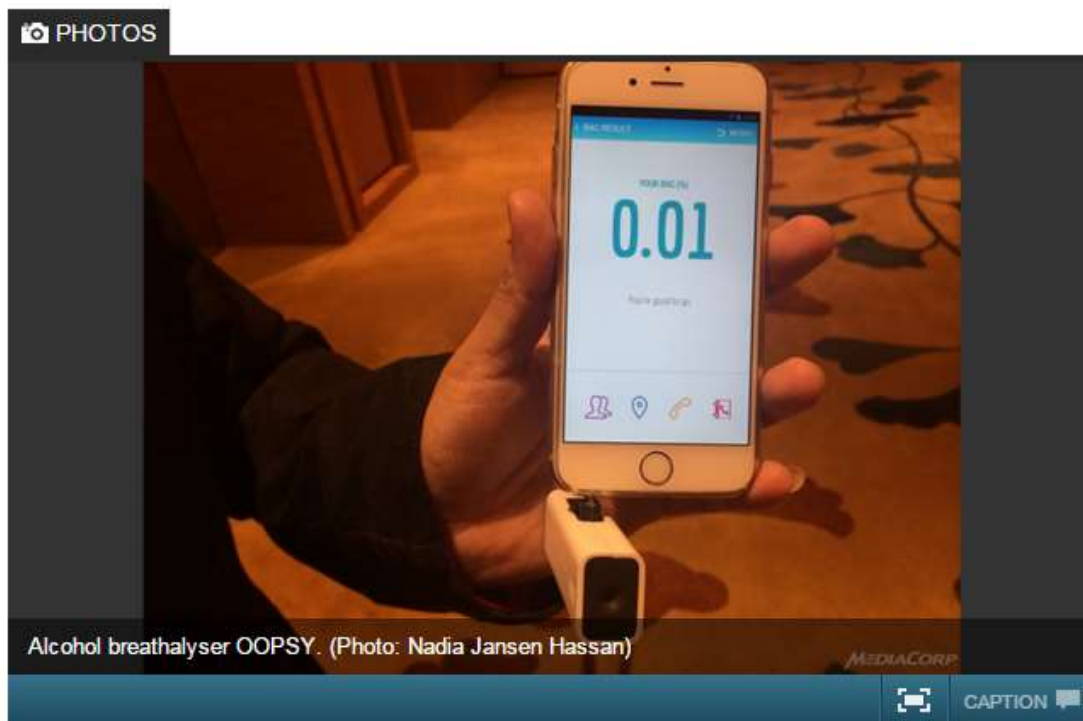


Publication	Channel News Asia
Coverage	Singapore
Date	13 Mar 2015
Title	Smartphone breathalyser among SG Mark winners
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A total of 83 products and solutions will receive honours from the Singapore Good Design Mark Awards on Friday (Mar 13).



SINGAPORE: A pocket-sized device that turns your smartphone into a breathalyser is one of 83 products and solutions that will be recognised on Friday night (Mar 13) at the Singapore Good Design Mark (SG Mark) Awards.

The breathalyser, called OOPSY, is made by local start-up InfiniSquare. It connects to a smartphone through the audio jack and is compatible with both Android and iOS devices. It also has a dedicated application features that allow users to book last-minute accommodation or transport.

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Dr Queck Cham Kiong, the founder of InifiniSquare, said the device is meant promote responsible drinking. "We wanted to create something that is small, so that people can just bring this device everywhere and slip it into their pockets easily. At the same time when they connect it into their mobile phones, it complements the beauty of the mobile phone itself."

The SG Mark Awards are organised by the Design Business Chamber of Singapore (DBCS) and salute design excellence in various categories, including lifestyle, social and industry.

"We look for design presence in the submission, throughout the whole history of that product or that project, and we look at how it maintains consistency and lastly, its impact on our citizens, especially those that have multi-generation effects," said President of DBCS Tai Lee Siang on the decision process.

SG50 SPECIAL AWARDS

To commemorate Singapore's 50th birthday, DBCS also introduced an SG50 Special Awards category to honour five companies that have been part of Singapore's design heritage.

They include homegrown family-owned heritage brands such as Killiney International and Lam Soon Singapore, as well as public sector organisations Singapore Botanic Gardens, Changi Airport and the Housing and Development Board.

"Our coffee shop started way back in 1919. It's now being recognised, I think that's marvellous, We are very, very happy about it," said director of Killiney International Woon Tek Seng.

Of the 83 award winners, 45 are from local small- and medium-sized enterprises and start-ups, while the rest are from China, Germany, Japan, Netherlands and Thailand.

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