





Launch of Nodes at 14 Shopping Malls across Singapore to reignite the joy of learning and discovery

21 October 2021

ANNEX A

HIGHLIGHTS OF THE NODES AVAILABLE AT 14 SHOPPING MALLS ACROSS SINGAPORE

S/N	Image Reference	Type of Node	Description
1	 <p><i>Immersive Horror- and Fantasy-themed wallpapers to pose for fun photos and find hidden QR codes for recommended eReads</i></p>	Immersive Wallpapers	<p>Mall visitors will appreciate these visual feasts, which make for good selfie opportunities and provide a chance to explore new eReads from genres beginning with horror and fantasy.</p> <p>These eReads can be accessed by scanning QR codes embedded in the wallpapers and decals. The QR codes will be refreshed weekly to provide surprising new reads at frequent intervals.</p> <p>Mr Kiasu will also make a special appearance at the SingPost Centre Mall node, which will be decked out in an exclusive Mr Kiasu wallpaper library featuring a scannable QR code that brings shoppers to his brand new eComics series. The eComics will also introduce the roles of LAB25.</p>
2	 <p><i>Attractive Fantasy-themed lift decals with QR codes for recommended eReads</i></p>	Lift Decals	
3	 <p><i>The Experience Lab at Waterway Point</i></p>	The Experience Lab	<p>The Experience Lab comprises interactive Discovery Sculptures and Carousel Cityscapes. Featuring themes that range from travel to biodiversity to wellness, the Experience Lab will take visitors on an immersive journey through NLB's diverse collections.</p> <p>Visitors will also receive a personalised email with a list of recommended eReads based on the QR codes they scan as they move through the Experience Lab. Visitors can then borrow these eReads via the NLB Mobile app from the comfort of their homes.</p>

4	 <p>Discovery Sculptures at Waterway Point</p>	Discovery Sculptures	<p>Covering the themes of biodiversity, gardening and wellness, and efforts in climate emergency, these life-sized sculptures take the form of animals and nature elements. Sculptures that visitors can look forward to include a dinosaur, a crab and a mushroom house. Each sculpture has a unique QR code where visitors can scan to view curated eReads. Visitors can also take selfies with these colourful monuments to share over social media.</p>
5	 <p>Carousel Cityscapes at Waterway Point</p>	Carousel Cityscapes	<p>Visitors will be transported to different parts of the world through a fully-immersive audio-visual experience at the carousel. The quick journey-around-the-world will first time travel back to Singapore in the past, then pull visitors back to present-day Singapore, before travelling to Paris, Switzerland, Japan and Korea. Visitors can continue their travel journey by scanning QR codes at an information stand by the carousel to access eReads related to each city.</p>
			<p>information-saturated world we live in today. With content around misinformation and NLB's S.U.R.E. (Source, Understand, Research, Evaluate) framework, individuals will walk away with tools to learn how to critically assess information in the digital age.</p> <p><u>Inspiring Singapore Storytellers</u> Every Singaporean is familiar with the quintessential HDB front door. Engaging with the <i>Singapore Storytellers</i> door will allow individuals to relive this memory of coming home as they walk through the wooden door. The Singapore Storytellers door allows visitors to create a short audio-story using soundbites uploaded by fellow Singaporeans as part of the National Archives of Singapore's Soundscape project. Visitors can select soundbites and put them together to form an audio-story, then scan the QR on the screen to save the audio-story to their phone.</p> <p><u>Being an Equaliser</u> Gamers will appreciate the <i>Equaliser</i> door, made to look like something out of an 8-bit game. Through the door, visitors will enter the NLB world and follow a young boy as he journeys across the island. Along the way, he uses tools from NLB to bridge the physical and digital divides in society.</p>