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## HI-DEF SHOWTIME CONTEST

# HE WINS \$2,500 IN 4 MINUTES



**Winner:** Guest-of-Honour Dr Vivian Balakrishnan with solo category winner, Shaik Muhd Syamir.

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**H**E spent one week preparing his hip-hop dance number for the contest, practising for up to three hours each time.

And all that hard work finally paid off yesterday for Shaik Muhd Syamir, 14, when he earned himself \$2,500 worth of prizes.

Not too bad for a performance that lasted less than four minutes.

Syamir, 14, winner of the solo category in the Hi-Def Showtime finals, said that his most memorable experience in the competition was the friendship that he had forged with the other contestants.

According to his mother, Madam Jerina Hussein, 45, a total of \$300 was spent on Syamir's costumes and props.

Hi-Def Showtime is a contest initiated by the Media Development Authority of Singapore (MDA) to raise awareness of the benefits of High-Definition Television (HDTV).

The grand finals were held at the newly opened Courts Megastore in Tampines yesterday.

Dr Christopher Chia, CEO of the MDA, said that the MDA hoped to promote HDTV by expanding participation. And he had some good words for the contestants as well.

"I thought the performances were great; and they just got better and better," said Dr Chia.

Actress Koh Chieng Mun shared the same sentiments.

"The performances were very interesting and there was great effort put into it. It was obvious that the contestants had thought through their performances," she said.

Ms Koh, who was one of the judges, added: "What is more important is that the audience enjoyed themselves."

The other judges for the finals were Ms Jamie Yeo, Courts Ambassador, Mr Mark Lee, actor and host, Mr Ken Jalleh Jr, Creative Editor of The New

Paper and Ms Cassandra Tay, Director of Communications at the MDA.

Syamir won the praises of Ms Koh: "He captures moments in his performance, and he has a special touch at every point. He has the X-factor."

As winner of the solo category, Syamir won a 37-inch Chimei HD-Ready TV worth \$2,000 and a \$500 Courts Voucher.

The other solo finalists each walked away with a cash prize of \$800.

Ms Serene Tan Xian Lin, 17, a student of Beijing's Haiyun Cultural Arts School, was part of the winning team for the group category.

### SHOCKED TO WIN

"We're really happy to have won. We joined this contest just to gain experience. We're really shocked to win," said Ms Tan, leader of the group, which comprised four other girls.

The girls each won a 32-inch Chimei HD-Ready TV worth \$1,400 and Courts vouchers of \$500.

Other teams in the group category each took home cash prize of \$2,000.

It wasn't just the contestants who got lucky. TNP reader Mr Chua Khwen Wah walked away with a Nokia 6280 worth \$428.

"We buy The New Paper regularly and saw the contest form. Since my wife and I were free, we decided to fill it up and give it a shot," said the 55-year-old corporate support officer.

The Guest-of-Honour for the event, Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports, revealed plans for SingTel's preparation for an Internet Protocol TV (IPTV) service which is set to launch in a few months time.

He also said that SingTel's IPTV service will carry HD channels when launched.

Footages from the Hi-Def Showtime finale can be accessed online at <http://showtime.hdtv.org.sg/hide/> from Thursday, 19 April onwards.