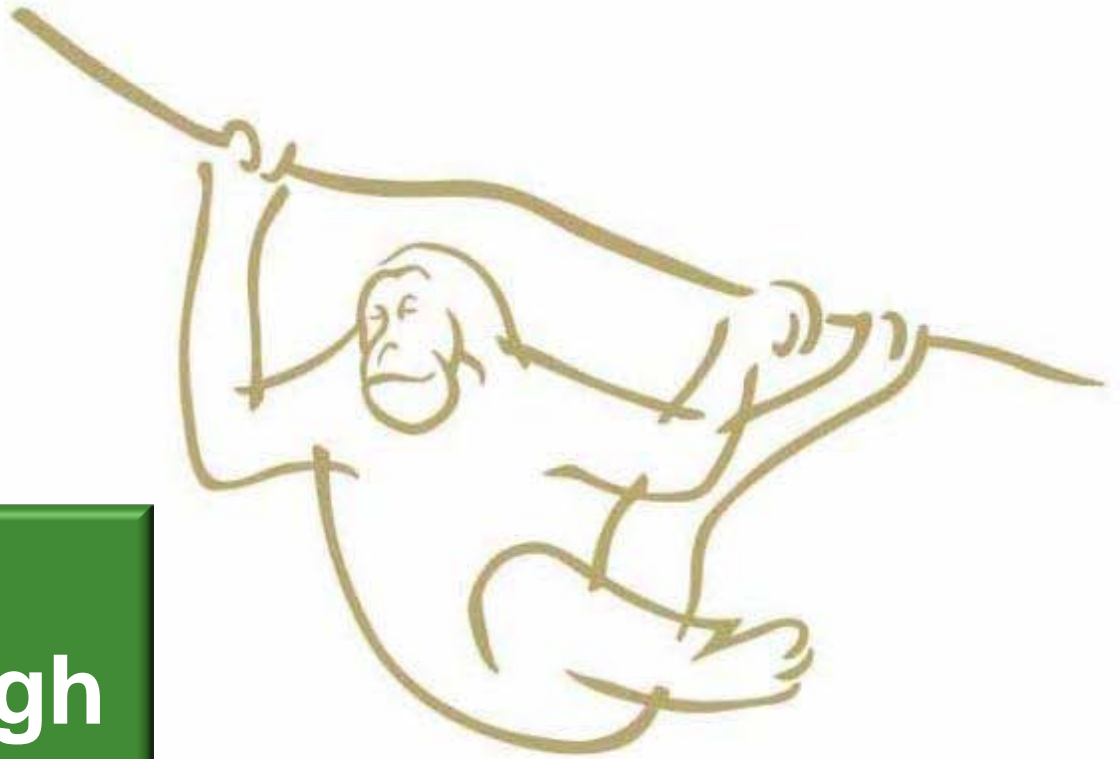


Collaborative Learning Through Technology



MAY LOK
DIRECTOR, EDUCATION
WILDLIFE RESERVES
SINGAPORE

Our Structure





Singapore Zoo

- 3,050 Animals
- 290 Species
- 21% Endangered
- 60% Locals
- 40% Tourists

Jurong Bird Park

The World's Largest Bird Aviary

- 8000 Birds
- 600 Species
- 40% Locals
- 60% Tourists



OPENED 1994

The rainforest comes alive at night



Night Safari

Nocturnal Animals in the Wild

- 920 Animals
- 130 Species
- 30% Threatened
- 80% Tourists
- 20% Locals

River Safari

The World's first
And only river
themed wildlife park

- Over 5000 individual specimens
- 1500 animal species

OPENED 2013

Wildlife Reserves
SINGAPORE



Our Vision

To be the foremost wildlife institution in the world.



Our Mission

To inspire an appreciation of nature through exciting and meaningful wildlife experiences.



The 3 Pillars



EDUCATION



RECREATION



CONSERVATION

Our Parks Are Living Classrooms



A Unique Immersive
Wildlife Experience



Engage and Educate

An experience that engages and inspires positive actions and attitude change.



Engage Through Technology



Engaging IT-savvy young generation on wildlife conservation through the use of technology.

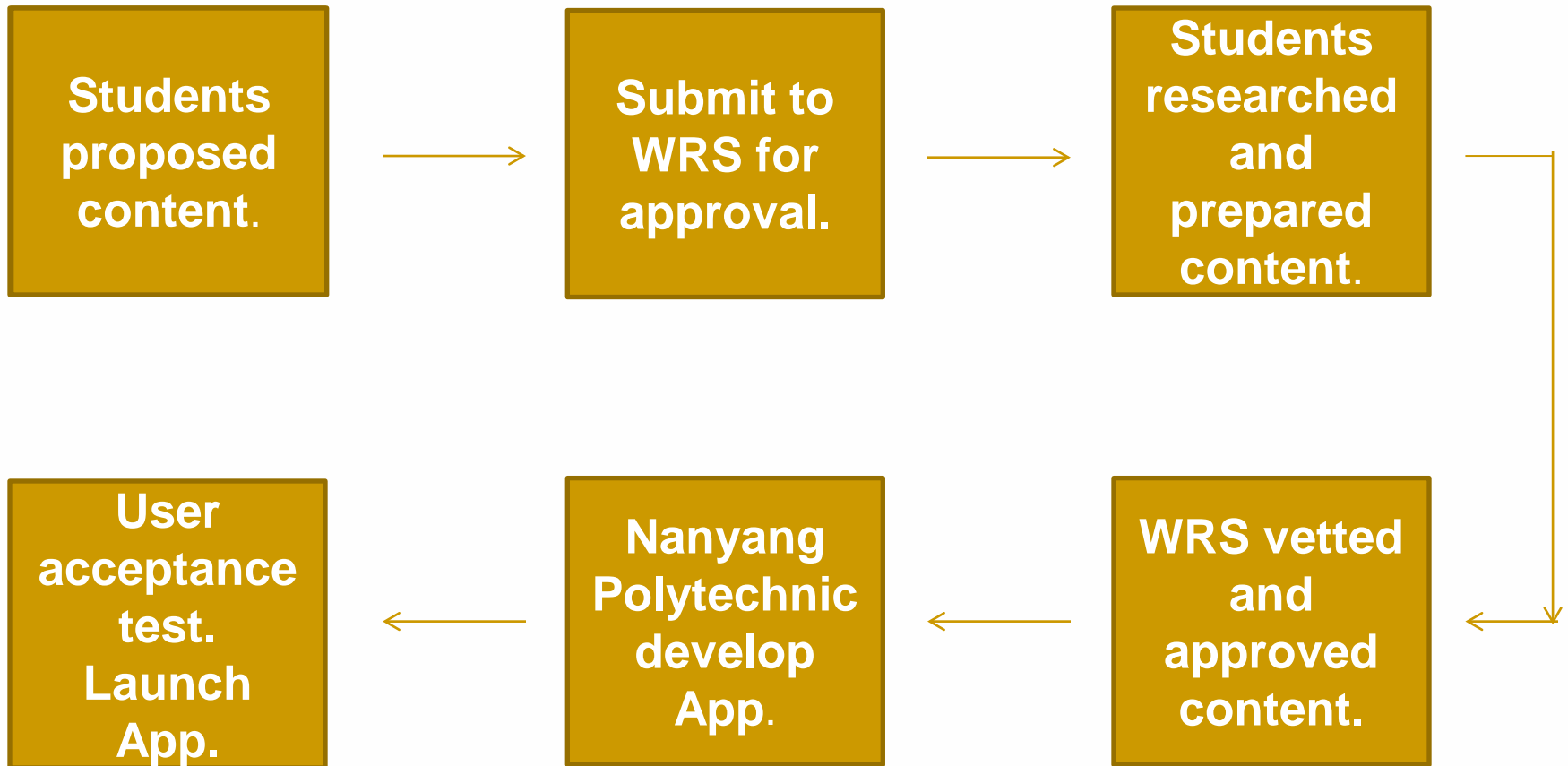
iPhone App - Education@Zoo



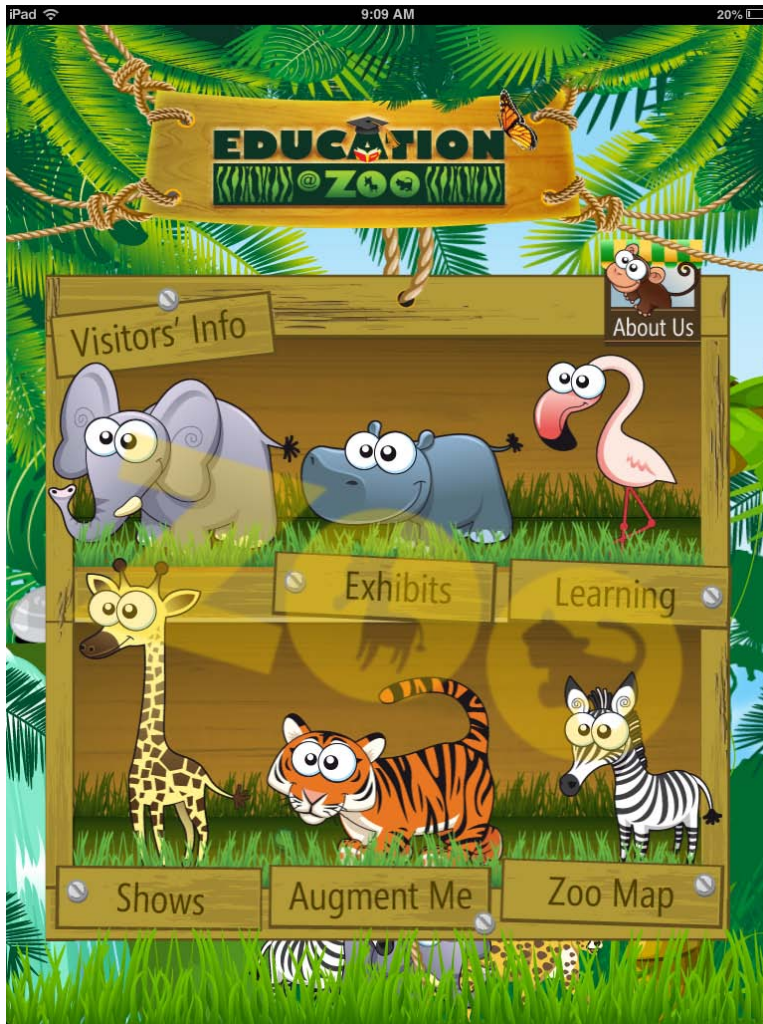
Result of collaborative efforts of four parties :

- 1. Fajar Secondary School**
- 2. Nanyang Polytechnic**
- 3. Wildlife Reserves Singapore**
- 4. Ministry of Education funded S\$45,000 for the project**

Work Flow For App Development



Final Product

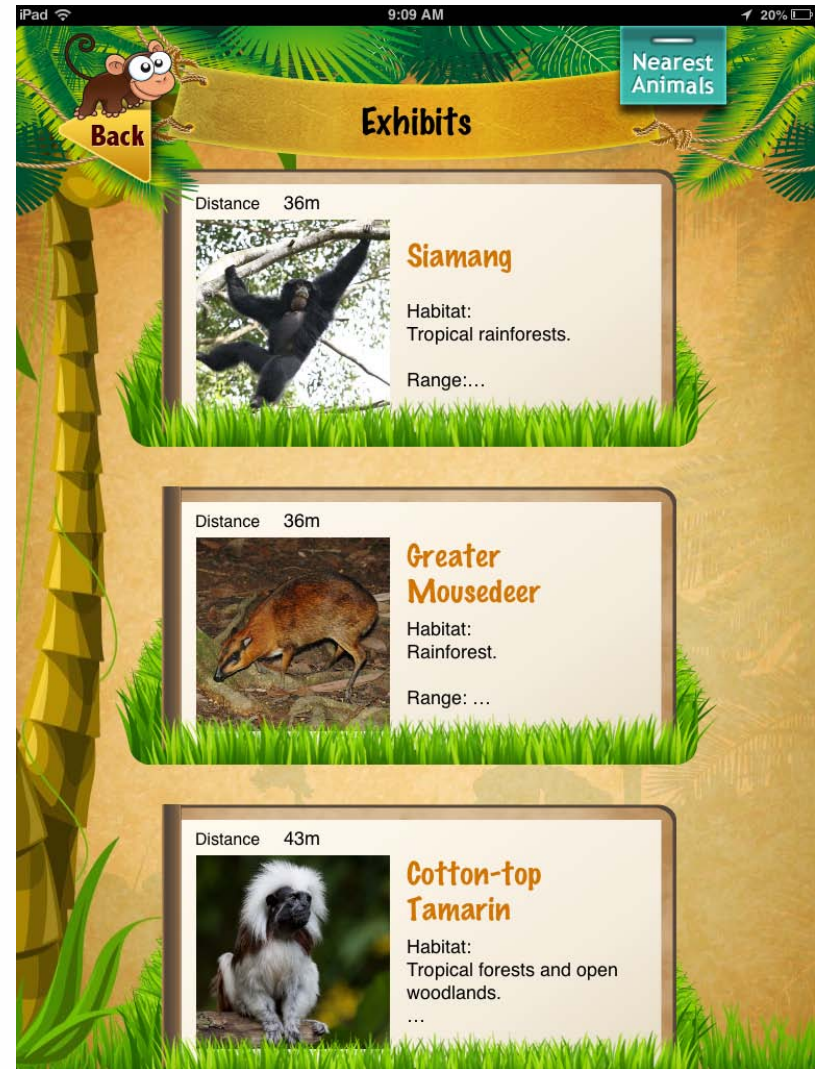


Took 10 months to complete.

Features include :

- Interactive Zoo map
- Augmented reality for navigation at Zoo.
- Randomly generated quizzes

Interactive Learning Tool



Media Interest

An app for zoo visitors, thanks to students

STUDENTS have come up with a free mobile application for iPhones and iPads to help visitors get the most out of the Singapore Zoo.

It features information and videos on more than 80 animals, plus an interactive map linked to a satellite navigation system. Those who want to learn more can take a quiz or access an e-newsletter.

Teenagers from Fajar Secondary School put in months of research to produce content about the animals, while the programming was carried out by informa-

tion technology students from Nanyang Polytechnic.

Education@Zoo, available since March 7, has been downloaded more than 6,000 times and is this month's No. 1 new featured education app in the Singapore iTunes store.

Fajar Secondary's head of science Mohamed Faizal, 32, said the project not only helped students learn about ecology and conservation, but also let them enjoy the digital fruits of their labour.

"Knowing that their research is being used for a final product that



Ten-year-old Wang Jun Bo from MacPherson Primary School using the Education@Zoo app to explore the Hamadryas baboon exhibit at the Singapore Zoo yesterday. PHOTO: JOSEPH NAIR FOR THE STRAITS TIMES

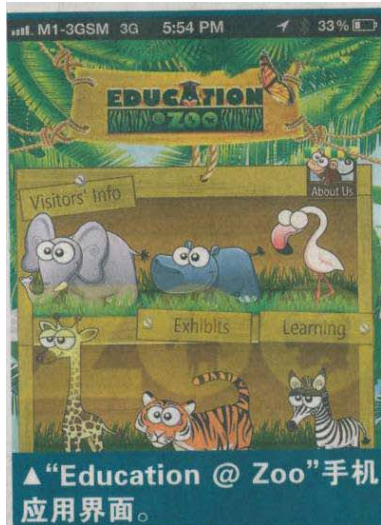
not only benefits them but everybody... They find a purpose in doing the lessons," he said.

The project began in December 2010, and was funded by a Ministry of Education grant which helped provide iPads and iPhones.

Forty pupils from MacPherson Primary School were invited to complete a circuit of the zoo yesterday using the app. Primary 4 pupil Wang Jun Bo, a frequent visitor to the zoo, said: "The app is quite easy (to use) and you can find your way around... I'm going to download it when I get home."

Adopting new platforms for education is a good way to appeal to a technology-savvy generation, said Wildlife Reserves Singapore director of education Lok May Kuen, 50.

LESLIE KAY LIM



▲“Education @ Zoo”手机应用界面。

动物园手机程序 教学生生态保护

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新加坡动物园与新加坡野生动物保育集团、法嘉中学及南洋理工学院联手推出全新的免费手机应用程序“Education @ Zoo”，利用科技吸引青少年学习生态保护，及提供人们更多关于动物园及动物的资讯。

这个应用程序包含的内容是由法嘉中一结合学校所学的知识及自己搜集资料呈现的，里头有很多丰富的资讯，包括55种动物的资

料，还有小测试及影片，让学生透过程序学习动物的知识。其中，一大特点就是设有增强实景功能（Augmented Reality Function），使用者只要拍下身边的景物，应用程序就会显示所在地，并指示要参观地点的方向与具体距离。

使用者也能进入互动地图，里面包括参观者资讯、表演与节目时间表、动物资讯、动物影片及新加坡动物园的月刊——野生动物时报（Wildlife Times）。

这个应用程序已在苹果的App Store，供苹果用户免费下载

More Than Just A Phone App

Fajar Secondary students use the Phone App as a tool to guide younger students from primary schools on Zoo learning journeys.



More Than Just A Phone App



**Cultivate
community
involvement
spirit –
students of
different age
groups
interacting and
learning about
wildlife
together.**

Impact of The Project

- **Empowerment**
- **Social experience**
- **Inspire positive actions**
- **The Phone App is an effective tool to reach out to members of the public.**

Impact of The Project

- **Students feel empowered to contribute to wildlife conservation.**
- **Students gained confidence in handling the media.**
- **50% of the students continue to volunteer as guides to spread the conservation message.**



Channel News Asia – 17 Mar 12 – New Education@Zoo app shares fun facts about Zoo’s most popular residents.mpg



Thank You !