



Genting International - Star Cruises Consortium

PRESS RELEASE

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FOR IMMEDIATE RELEASE

S.E.E.D. to be site of 10,000 Year Clock

Singapore, 5 April 02006 – Genting International and Star Cruises announced today its collaboration with the Long Now Foundation of the United States to build the world's most extraordinary clock – an all mechanical solar-adjusted clock designed to last 10,000 years.

The idea for the multi-millennial **Clock of the Long Now** came from computer scientist Danny Hillis. He reasoned that creating a sufficiently impressive and well engineered monument like the Clock of the Long Now will help reframe and focus the way people think about long term thinking and about time.

In a piece for Wired Magazine, Mr Hillis wrote:

“OK, people of the future, here is a part of me that I want to preserve, and maybe the clock is my way of explaining it to you: I cannot imagine the future, but I care about it. I know I am a part of a story that starts long before I can remember and continues long beyond when anyone will remember me. I sense that I am alive at a time of important change, and I feel a responsibility to make sure that the change comes out well. I plant my acorns knowing that I will never live to harvest the oaks. I have hope for the future.”

Mr Hillis designed the first prototype of the 10,000 Year Clock and completed it in 01999¹. This prototype is now at the Science Museum in London. The next project undertaken was an orrery, (a planet tracking display), using the same mechanical computer. This project is also complete.

The Long Now Foundation is now looking to scale up the designs with lessons learned from these first two efforts into monument sized versions. The

¹ Five digits are used for dates as these will be needed in 8,000 years.

Foundation plans to build two such clocks. One will be inside a granite mountain in a remote part of eastern Nevada, USA. The other will be located at the Singapore Entertainment & Events Destination (S.E.E.D.), the proposed development by Genting International and Star Cruises for the Marina Bay integrated resort.

Mr Lim Kok Thay, Chairman of Genting International and Star Cruises, said: "When a project like the integrated resort is this big, this important and this closely watched by a nation and the region, it must have a centrepiece. The Mona Lisa is the centre of the Louvre. The Hope diamond is the must-see of the Smithsonian. The Apollo 11 Capsule is the central attraction at the Air & Space Museum. We asked ourselves what will be the heartbeat of S.E.E.D.?"

"We searched the world for just the right idea. It had to capture the imagination. It had to be something worth seeking out, worth visiting. Something that you have to see in person. A jewel of some special significance, not just for nation, or the region, but for the whole world. It had to be something people naturally tell others about, that generates the kind of awe that only something truly original and wonderful does. And above all, it had to be unique.

"We found just what we were looking for with the Clock of the Long Now, a powerful icon of the mind and a unique way to symbolise the long future of humanity."

The exterior design of the 10,000 Year Clock at S.E.E.D. will be determined by a competition supervised by a Singaporean committee of architects, designers and officials. In this way, the engineering of the clock can be married to a design that is most appropriate for its new home.

Mr Lim added: "The Long Now Foundation is all about the opposite of short-term thinking. Their mission is no less than to get all of humankind to start thinking about the long term impact of everything we do as a species.

"What the pyramids are to antiquity and the long past, the 10,000 Year Clock is to the future. It will be humankind's beacon to the future and Singapore's date with destiny."

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Genting Group is a multinational corporation with over 36,000 employees globally and 11,000 acres of prime resort land, among its other diverse holdings. The Group is renowned for its strong management leadership, financial prudence and sound investment discipline. The group comprises five listed companies with a combined total market capitalisation of over US\$11 billion, as at 28 March 2006.

Genting International, the overseas investment arm of the Genting Group, is a leading integrated resorts specialist with over 20 years of international gaming expertise and global experience in developing, operating and/or marketing internationally acclaimed casinos and integrated resorts in different parts of the world, including Australia, Malaysia, the Americas, the Philippines and the United Kingdom. Genting International is listed on the Mainboard of the Singapore Exchange and on the Euro MTF market of the Luxembourg Stock Exchange.

Star Cruises, the third largest cruise line in the world, is a global cruise brand with a combined fleet of 22 ships in service and due to be delivered, and about 35,000 lower berths cruising to destinations and islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean, Bermuda and the Antarctica under the Star Cruises, Norwegian Cruise Line, NCL America, Orient Lines and Cruise Ferries brands. Star Cruises is listed on the Stock Exchange of Hong Kong Limited and traded on CLOB International in Singapore.

About the Long Now Foundation

Civilization is revving itself into a pathologically short attention span. The trend might be coming from the acceleration of technology, the short-horizon perspective of market-driven economics, the next-election perspective of democracies, or the distractions of personal multi-tasking. All are on the increase. Some sort of balancing corrective to the short-sightedness is needed – some mechanism or myth which encourages the long view and the taking of long-term responsibility, where 'long-term' is measured at least in centuries.

The Long Now Foundation was established in 01996 to be the seed of a very long term cultural institution. The Long Now Foundation hopes to provide a counterpoint to today's "faster/cheaper" mind set and promote "slower/better" thinking. It hopes to creatively foster responsibility in the framework of the next 10,000 years.

What is 'Long Now'

The term was coined by Brian Eno, one of the founding board members of the Long Now Foundation. When he first moved to New York City, Brian found that in New York *here* and *now* meant *this room* and *these five minutes*, as opposed to the larger *here* and longer *now* that he was used to in England. The Foundation has since adopted the term as its title as the foundation tries to stretch out what people consider as *now*.

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