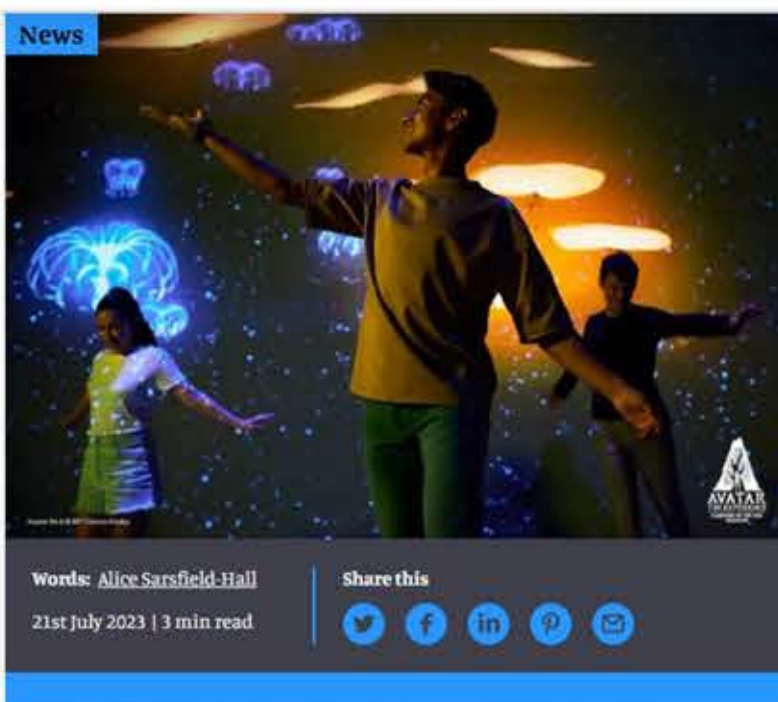


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# NEON empowers next generation of innovators through SUTD Scholarship

Firm has partnered with **Singapore University of Technology and Design** to encourage academic excellence in STEM



NEON, a [global experience entertainment company](#), is celebrating the scholarship it has in place with the Singapore University of Technology and Design (SUTD). The firm has always been at the forefront of providing immersive IP experiences to audiences worldwide. However, the company's commitment to the entertainment industry goes beyond just delivering exceptional experiences. It also recognises the significance of education, particularly in preparing the younger generation for the evolving demands of the industry.

In 2019, NEON took a step further in supporting education by establishing the NEON – SUTD Scholarship. The aim of this initiative is to contribute to the academic success of aspiring talents and encourage academic and learning excellence by attracting outstanding students to pursue their undergraduate education at the prestigious Singapore University of Technology and Design (SUTD).

Through this scholarship, NEON is providing students with a strong, multi-disciplinary STEM (Science, Technology, Engineering, and Mathematics) education that aligns with the ever-changing landscape of the entertainment industry.

## Scholarship opens up possibilities

Over the years, the NEON – SUTD Scholarship has nurtured the academic growth of three individuals, each contributing to their respective fields of study. One of these people is **Max Lee**, who recently graduated from SUTD's Engineering Systems and Design program. His success story is an example of the positive impact that the scholarship has had on the lives of its recipients.

The scholarship helped to ease the financial burden of higher education for his family and allowed him to also take part in the basketball club and the SUTD Ambassador's club. He also went on a subsidised overseas community trip to assist underprivileged people in developing countries. Now that he has graduated, he is financially independent and can even help to provide for his parents.

**Lionell Loh**, an inspiring recipient in 2020, pursued his passion in Information Systems and Technology Designs in SUTD and through his dedication, he now excels as a Software Engineer at Meta, making an impact in the tech world.

Equally impressive, **Glenn Teo**, the scholarship recipient of 2021, turned to Engineering Product Development and has since grown his career at Red Hat, a leading provider of enterprise open source solutions, as a Technical Graduate. These shining examples not only reflect the success of the NEON-SUTD Scholarship in nurturing outstanding scholars but also serve as a source of inspiration for aspiring minds to dream big and achieve the extraordinary.

**Robin Chua**, director of the Office of Advancement and Development at SUTD, says that NEON's support of the scholarship "impacts the world." He adds: "By enabling us to provide a world-class education and opening up a multitude of possibilities to our students, Singapore's young aspiring talent are equipped to go forth and change the world."

NEON says it believes that just as it strives to create grand and immersive experiences for its audiences, the same level of dedication should be extended to the education experience of scholarship recipients. By providing the necessary support and recognition, NEON ensures that these talented individuals are empowered to realise their full potential.

Recently, NEON's attraction, Avatar: The Experience at Gardens by the Bay in Singapore, **won the Outstanding Attraction Experience award** at the Singapore Tourism Awards 2023, in the Experience Excellence category

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