



THE ASIA-PACIFIC SONG CONTEST

MUMBAI 2010

OFFICE OF COMMUNICATIONS & NEW MEDIA

## PRESS RELEASE

### **OurSound.asia Goes Live**

Official Website of the 2010 Asia-Pacific Song Contest

**Singapore, 12 May 2010** – Today, the organisers of Our Sound – the Asia-Pacific Song Contest, announced the launch of OurSound.asia – the new website of the 2010 Asia-Pacific Song Contest, to be held in Mumbai in November 2010.

The new website showcases some of the exciting developments in the lead-up to Our Sound 2010, and will continue to evolve over the next few months to incorporate new social media technologies and allow greater interaction between fans, organisers and participants.

Media organisations will now be able to access information about Our Sound through OurSound.asia.

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#### **About Asiavision:**

**Asiavision Pte. Ltd.** was established in Singapore in September 2007 as a media content management company that develops, acquires, produces and markets media content Asia-wide, with Our Sound™ – The Asia-Pacific Song Contest being its flagship product.

[www.oursound.asia](http://www.oursound.asia)