

STRICTLY EMBARGOED TILL 25.03.2022 1400HRS SGT / 0600HRS BST

His Excellency Lee Hsien Loong officially opens Dyson's new global headquarters at the historic St James Power Station

Event images may be downloaded [here](#).



- New global headquarters with 18 state-of-the-art research laboratories to supercharge Dyson's ambitions to enter entirely new fields of research, and develop a new generation of high-performing technology products with increasing inbuilt intelligence
- Dyson to invest S\$1.5b into its future in Singapore over the next four years, including plans to hire more than 250 engineers and scientists in fields spanning robotics, machine learning, AI, high-speed electric digital motors, sensing and vision systems, connectivity, software, power electronics and energy storage

Dyson today opened the doors to its new global headquarters at St James Power Station, in the presence of the Prime Minister of Singapore, Mr. Lee Hsien Loong. The restored 110,000 sq ft. national monument marks an exciting new chapter in Dyson's continued growth in Singapore, and will sit at the center of its ambitions to enter entirely new fields of research and develop a new generation of high-performing technology products with increasing intelligence.

In the newest phase of its S\$4.9bn global investment programme, Dyson is investing S\$1.5b into its future in Singapore over the next four years. Underscoring its commitment is its plans to hire more than 250 engineers and scientists, with roles spanning robotics, machine learning, AI, high-speed electric digital motors, sensing and vision systems, connectivity, software, power electronics and energy storage. The investment will also support ongoing university research programmes to drive technology development, building on its existing global programmes.

As Dyson's global headquarters, Singapore is a hub for Dyson's research and engineering teams, as well as commercial, advanced manufacturing and supply chain operations. Over 1,400 Dyson people work in Singapore, 560 of whom are engineers and scientists.

James Dyson, Founder and Chairman at Dyson, said, "You can feel the ambition in Singapore and Dyson's expansion here is possible because of the wonderful inventiveness and enthusiasm of the young Singaporean engineers and scientists who have joined us. Finding a home for our headquarters in St James Power Station was serendipitous and would not have been possible without the generosity and vision of Mapletree and the steadfast support of the Singapore Government. We are honoured to be the custodians of this cathedral-like building; its rich history and architectural heritage will serve as a most inspiring backdrop as we pursue revolutionary new technologies."

Roland Krueger, Chief Executive Officer at Dyson, said, "The historic St James Power Station marks the start of the next chapter for Dyson as a global technology company. It reflects our continued commitment to reinvest in our people, equipment and laboratories. Singapore is home to some of the world's brightest hardware and software engineering minds; their innovative spirit will accelerate our efforts to pioneer new technologies."

About St James Power Station

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Built in 1927, St James Power Station served as Singapore's first coal-fired power station. Named after the cape it was built on, it provided the island with power until it was eventually decommissioned in 1975. It then served as Southeast Asia's first automated warehouse from 1984 to 1992, and one of Asia's most comprehensive nightspots from 2006 to 2018.

To prepare the iconic national monument for its new lease of life as a global technology company headquarters, Mapletree, in collaboration with W Architects and Studio Lapis undertook a comprehensive restoration project that took over 2 years to complete.

The restoration of St James Power Station's bricks proved the most challenging aspect. Each and every brick was assessed and restored by hand through the work of skilled artisans. Most bricks were repaired and retained, and only bricks that were severely damaged were replaced.

Meanwhile, extensive restoration works were also carried out on the building's iconic steel beams, columns and roof trusses. They were stripped to bare finish, de-rusted, and repainted with three new coats of paint. External features that were removed in previous renovations were also painstakingly restored with similar materials – including flag poles, mild steel windows, corbels, and ledges.

Sustainability at St James Power Station

In transforming a former Power Station into a sustainable global headquarters, Dyson has designed St James Power Station to meet International WELL Building Gold, and Green Mark Platinum standards. The national monument has been designed to support the wellbeing of its occupants – harnessing technologies and careful engineering to promote collaboration and personal performance.

State-of-the-art Dyson lighting technology complements natural light to enhance focus, while a constant supply of air purified by Dyson purifiers support productivity. Meanwhile, the use of acoustic engineering allows zones for deep thinking and focus.

St James Power Station was designed to use minimal embodied carbon– harnessing the use of sustainable, recycled and environmentally-friendly materials. This includes features such as carbon-neutral flooring and sustainable acoustic engineering.

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For more information, please contact malvin.chua@dyson.com, eujin.lee@dyson.com or the Dyson Press Office at press.office@dyson.com.

NOTES TO EDITORS

Key Products

- [Dyson V15 Detect™](#): Maintaining a healthier home is now made easier with a brand-new generation of cord-free vacuum cleaners. Launched in March 2021, the Dyson V15 Detect™ has a precisely-angled laser that detects hidden dust as small as 10 microns, and uses acoustic piezo sensor to enable scientific proof of what's been sucked up. These new Dyson technologies redefine deep cleaning at home.
- [The Dyson Corrale™ straightener](#): Unlike conventional straighteners that use solid plates, the Dyson Corrale™ straightener is the only straightener that uses flexing plates that shape to gather hair. This extra control allows users to create the same style but with less heat and damage. It also incorporates an intelligent sensor system to regulate and adjust the temperature of its plates 100 times per second, ensuring constant power and heat for enhanced styling.
- [The Dyson Pure Cool™ Cryptomic purifying fan](#): New generation intelligent air purifiers with advanced sensing and filtration, and formaldehyde-destroying technology recently launched globally. Dyson has one of the most accurate pictures of indoor air quality globally, allowing Dyson to track trends in air quality and inform the development of future products.
- [Dyson 360 Heurist™ robot vacuum](#): Dyson continued to increase its investment in robotics and the latest advancement brings together hardware evolution with major software re-engineering to significantly improve

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performance. The Dyson 360 Heurist™ robot vacuum combines the latest in mapping and navigational capabilities with patented Dyson technologies to provide powerful cleaning performance, and avoid objects around the whole room – even in low light.

- [Dyson Lightcycle™ Morph](#): This Dyson light tracks natural day light and intelligently transforms for different uses – providing the right light at the right time, precisely where it is needed. Engineered for versatility and inspired by natural light, it has unique local daylight tracking and delivers light throughout a room in four different formats – as an indirect, task, feature or ambient light. Personalised via the Dyson Link App, the Dyson Lightcycle Morph™ intelligently adjusts the light it emits depending on the user's task, age, mood and local daylight. 360° manoeuvrability provides customised light when and where it matters. All this, and with light quality that lasts decades, made possible by Dyson's pioneering Heat Pipe technology.
- The latest Airblade™ technology, the [Dyson Airblade™ 9kj](#) is a fast and energy efficient HEPA-filtered hand dryer. It delivers sheets of air travelling at 624 km/h that follow the contours of the user's hands, scraping water from the surface in seconds. It produces less carbon dioxide than paper towels, and costs less to run, creating a better environment in washrooms and the world outside.

About Dyson

- Dyson is a global research and technology company with engineering, research, development, manufacturing and testing operations in Singapore, the UK, Malaysia, Mexico, China and the Philippines. Having started in a coach house in the UK, Dyson has consistently grown since. Today, it has a global headquarters in Singapore and two technology campuses in the UK spanning over 800 acres in Malmesbury and Hullavington. Since 1993, Dyson has invested more than £1bn in its Wiltshire offices and laboratories that house the early stage research, design and development of future Dyson technology. Dyson remains family-owned and employs over 13,000 people globally including a 5,000 strong engineering team. It sells products in 84 markets in over 300 Dyson Demo stores, 50 of which opened around the world in 2021 including a new Dyson Virtual Reality Demo Store.
- Dyson is investing £2.75bn in the business to conceive revolutionary products and technologies, and in 2022 will invest £600m on technology, facilities, and laboratories. Dyson has global teams of engineers, scientists and software developers focused on the development of solid-state battery cells, high-speed electric digital motors, sensing and vision systems, robotics, machine learning technologies and A.I. investment. Since inventing the first cyclonic bagless vacuum cleaner - DC01- in 1993, Dyson has created problem solving technologies for haircare, air purification, robotics, lighting and hand drying.
- To support its continued pursuit of radical new technology, the company is calling for the brightest minds in engineering and digital fields to join its fast-expanding, evolving operations; curious and innovative problem-solvers, not afraid of tackling insoluble problems. Dyson is looking to hire 2,000 people in 2022 to contribute to the development of radical new technologies. The roles span all levels and are in teams including Electronics, Acoustics, Design engineering, Machine learning, Software, Data connectivity, Robotics and Materials – teams at the forefront of Dyson's development in new fields.
- The [Dyson Institute of Engineering and Technology](#) is a new model for engineering education in the UK combining the academic rigour of a traditional university with hands-on and real-world experience of working on live product and technology projects inside a global technology company. Dyson's 156 undergraduate engineers are paid a salary from day one and pay no tuition fees.
- Founded in 2002, the [James Dyson Foundation](#) is an international charity that empowers aspiring engineers, supports engineering education and invests in medical research, donating over £140m to charitable causes to date. The [James Dyson Award](#) is the Foundation's annual design competition and is open to current and recent design and engineering students. Since starting in 2005, the Award has supported more than 285 inventions worldwide, providing funds to support their commercialisation; 70% of James Dyson Award past global winners are following up and pursuing their inventions full time.
- [Dyson Farming](#) is a commercial farming business driven by technological innovation and a long-term, sustainable, approach to farming.

Dyson in Singapore

- The Dyson Hyperdymium motor, which sits at the heart of Dyson machines, is made in Singapore. One Dyson motor comes off the advanced manufacturing lines every 2.6 seconds. In May 2021, Dyson's manufacturing facilities across Singapore and the Philippines achieved a remarkable milestone: 100 million Dyson Digital Motors produced and counting. The motors are five times faster than a Formula One engine, powering Dyson's

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high performance cordless vacuum cleaners, the Airblade hand dryers, the iconic Supersonic hair dryer and the Airwrap styler.

- In 2018, Dyson opened the Dyson-NTU Studio at the Nanyang Technological University. It is a student-driven space, with the core mission of giving students an opportunity to experience the life and work of a real-world engineer in a multidisciplinary environment.
- In 2022, Dyson's charity, the James Dyson Foundation announced a S\$3m investment into supporting engineering education in Singapore over the next five years; over 100,000 students from six to 25 are expected to benefit from collaborations between the James Dyson Foundation and the Ministry of Education, Science Centre Singapore and education institutions. The investment includes plans to launch a Dyson-SUTD Innovation Studio – a 6,200 sq ft space that offers students the opportunity to work on Dyson technology projects.
- Dyson is hiring in Singapore; roles include research scientists, data analysts, cybersecurity specialists, and engineers from disciplines spanning software and connectivity, robotics, machine learning, vision systems, energy storage, power electronics, motors, design, material science, and manufacturing. Interested candidates may register their interest here or submit their applications via the [Dyson Careers](#) website.

About the James Dyson Award

- The [James Dyson Award](#) (JDA) is now open for entries. Launched in the Singapore in 2005, it is an annual international design award that celebrates, encourages and inspires the next generation of design engineers. It is open to current and recent design engineering students, and is run by the James Dyson Foundation, as part of its mission to get young people excited about design engineering. The brief for entry is broad: design something that solves a problem.
- Since its founding the James Dyson Award has financially supported more than 285 inventions, and of the international winners, 70% of past international winners are following up and commercialising their inventions.
- In 2021, Singapore saw its first ever International Winner – HOPES (Home Eye Pressure E-skin Sensor). It is a wearable biomedical device that offers glaucoma sufferers a pain-free, low-cost and at-home alternative to uncomfortable hospital procedures. For their win they received global recognition, and S\$53,000 in prize money to support the further development of their invention.
- Stay up to date on the latest news from the James Dyson Award through the [James Dyson Award Instagram page](#) and the [Dyson Newsroom](#).

Further background

Timeline of Dyson in Singapore

2004: First production of Dyson digital motors in Singapore.

2007: Dyson opened its first own office at Science Park I with a small team of engineers to support the transition of projects from design to manufacture.

2009: The Singapore development facility moved to a 3,000m² site at Alexandra Technopark, growing its headcount by 700%.

2012: Dyson officially opened its advanced motor manufacturing facility in West Park in January.

2013: Dyson announced an additional S\$100m investment into West Park.

2015: Dyson invested another S\$100m into West Park, including a new line to manufacture the V9 motor that can be found in the Dyson Supersonic™ hair dryer.

2016: Dyson made its 20 millionth digital motor in West Park in September and moved into the Singapore Technology Centre in December.

2017: Dyson opens new Singapore Technology Centre at Science Park I.

2018: Dyson launches the Dyson-NTU Studio at the Nanyang Technological University

2019: In 2019, Singapore became Dyson's Head Office, reflecting the fact that it is at the centre of Dyson's fastest growing region, and that Dyson's leadership team as well as manufacturing, supply chain and operations were already based there. Dyson also announced plans to turn Saint James Power Station into its new Singapore Headquarters.

2020: Dyson announces plans to establish a new University research programme in Singapore to drive product development, building on its existing global programmes. It also announced plans for a new advanced manufacturing hub, bringing together its various facilities and driving technical innovation in this field.

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2021: Dyson announces plans to hire 250 additional engineers in Singapore; including the doubling of its software and electronics engineering teams, and the retention of Dyson Singapore Technology Centre as a hub for digital, engineering and cybersecurity activities. In May, Dyson reached a new milestone, having built 100 million Dyson Hyperdymium™ motors globally. In November, the first phase of the major restoration of St James' Power Station was completed, and Dyson began moving into its new headquarters.

2022: Dyson's charity, the James Dyson Foundation, announces a S\$3m investment into supporting engineering education in Singapore over the next five years.