

AR ODYSSEY:

Northern Metropolis Discovery Tour Planning

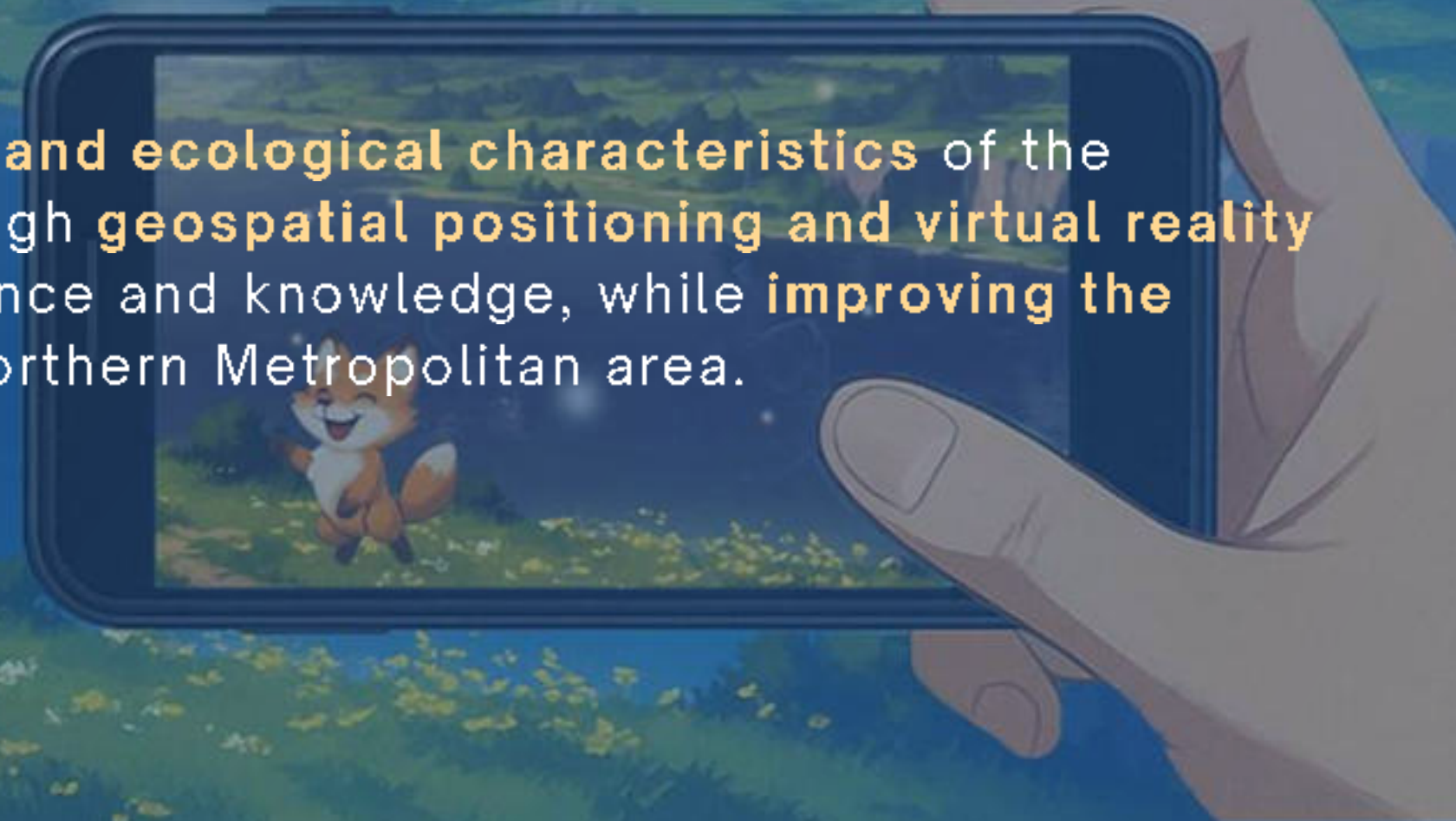


[Introductory Video](#)

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Summary :

AR Odyssey is an AR game that **integrates the local culture and ecological characteristics** of the Northern Metropolitan area, attracting tourists to there through **geospatial positioning and virtual reality technology**. The game aims to enhance the tourists' experience and knowledge, while **improving the tourism attractiveness** and economic development of the Northern Metropolitan area.



OBJECTIVES & WORKFLOW

Objectives

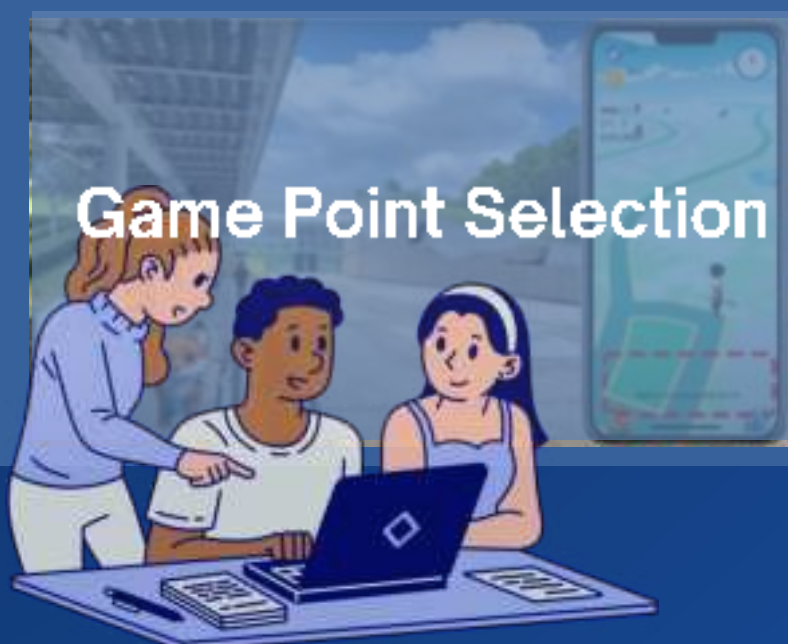
- To create a culture-centric AR platform
- To promote ecological protection and sustainable tourism growth
- To help boost local economy



1. Market Research



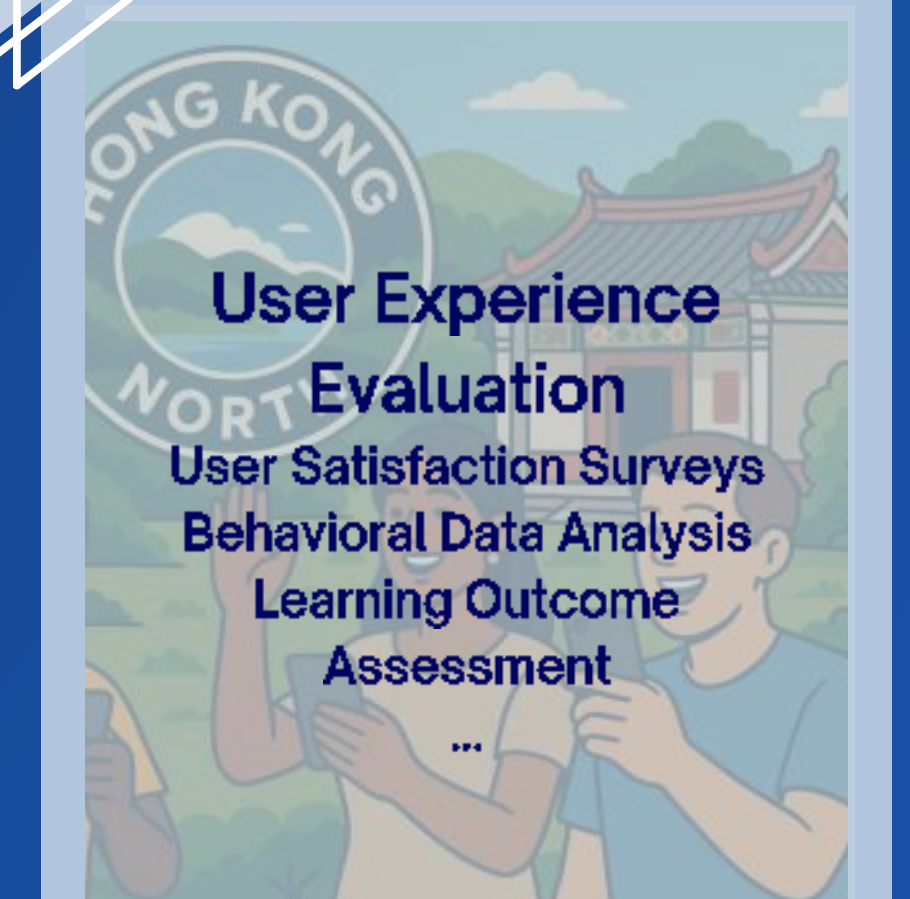
2. Site Selection



3. AR Game Design



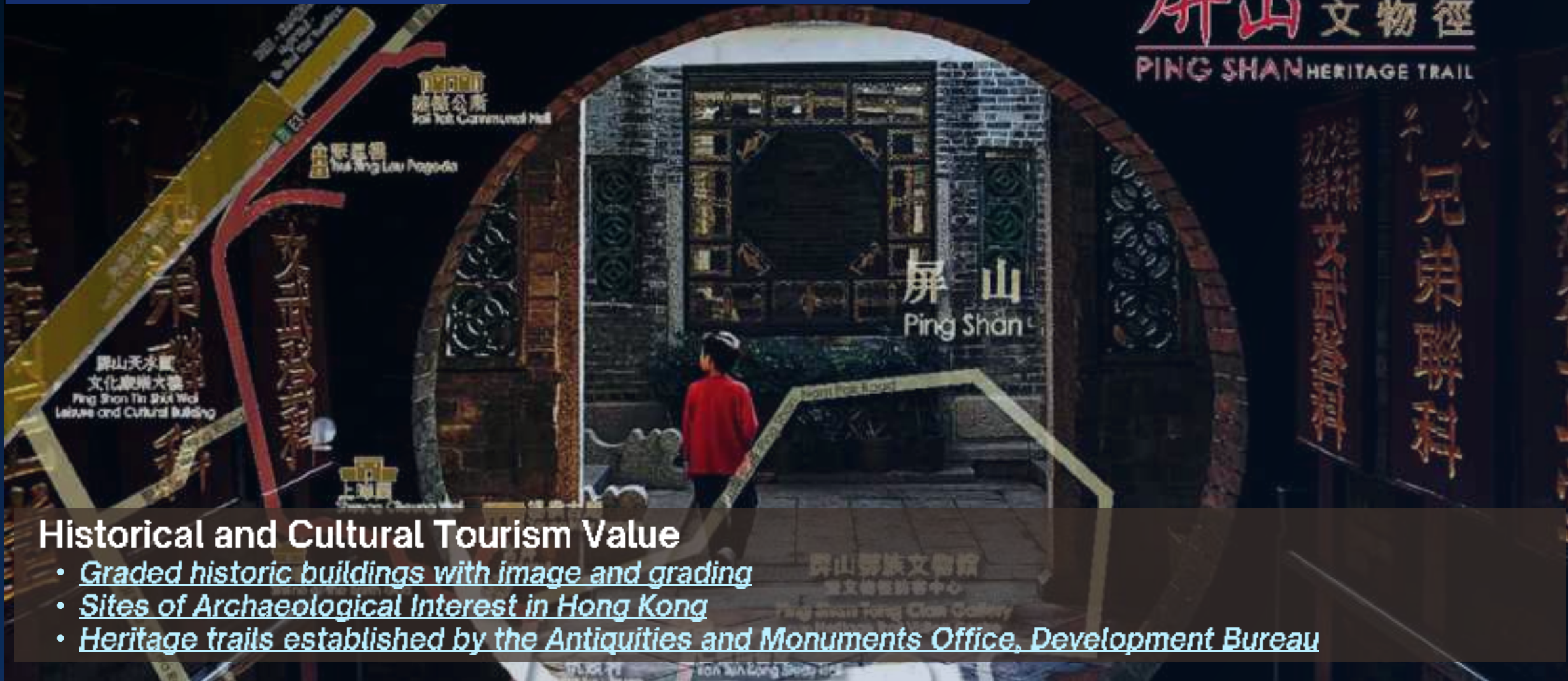
4. Assessment & Evaluation



SPATIAL DATA FROM CSDI - BACKBONE OF THE GAME

- Consume datasets from CSDI for game development - e.g. cultural heritage spots
- Create datasets for reference of the government - e.g. popular tourism spots and trails

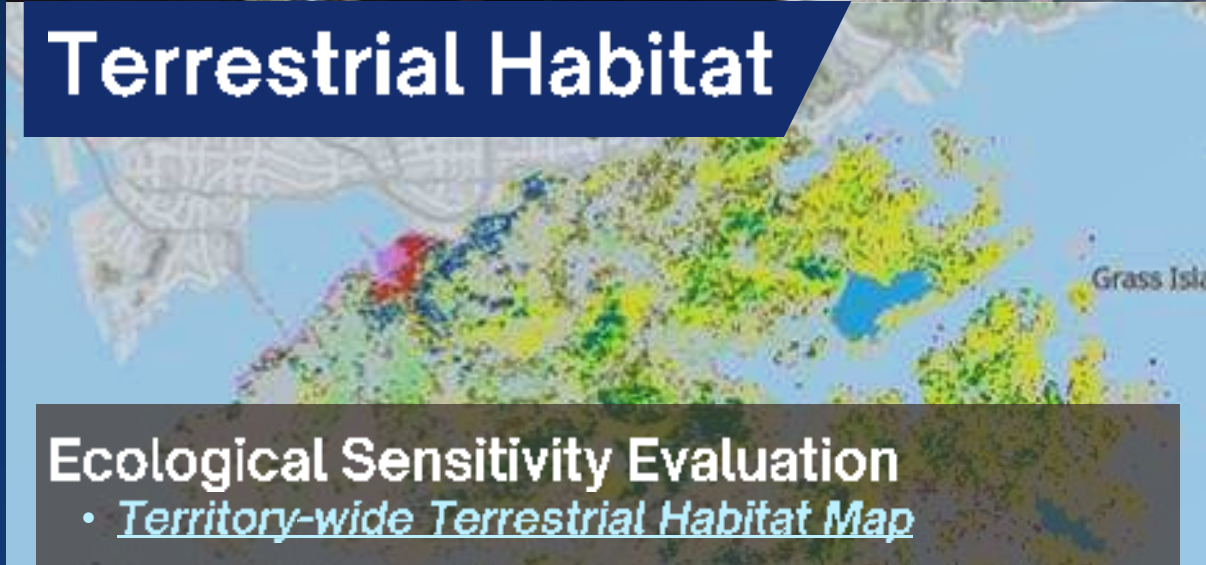
Cultural Heritage Spots & Trails Data



Historical and Cultural Tourism Value

- Graded historic buildings with image and grading
- Sites of Archaeological Interest in Hong Kong
- Heritage trails established by the Antiquities and Monuments Office, Development Bureau

Terrestrial Habitat



Ecological Sensitivity Evaluation

- Territory-wide Terrestrial Habitat Map

Digital Terrain



Tourism Development Suitability

- Digital Terrain Model (DTM)

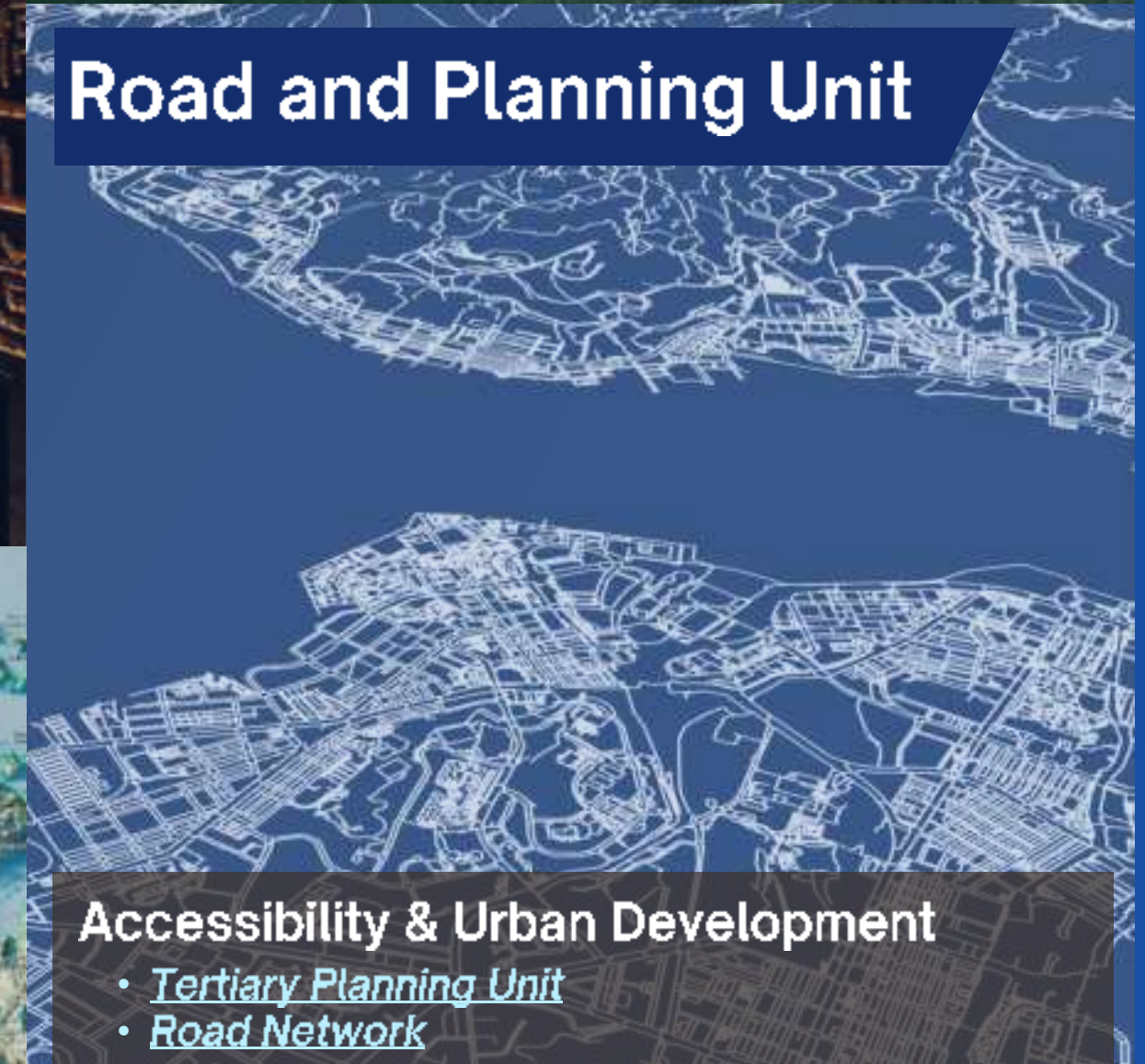
Biodiversity Value



Ecological Value Assessment

- Occurrence Data of Hong Kong Species

Road and Planning Unit



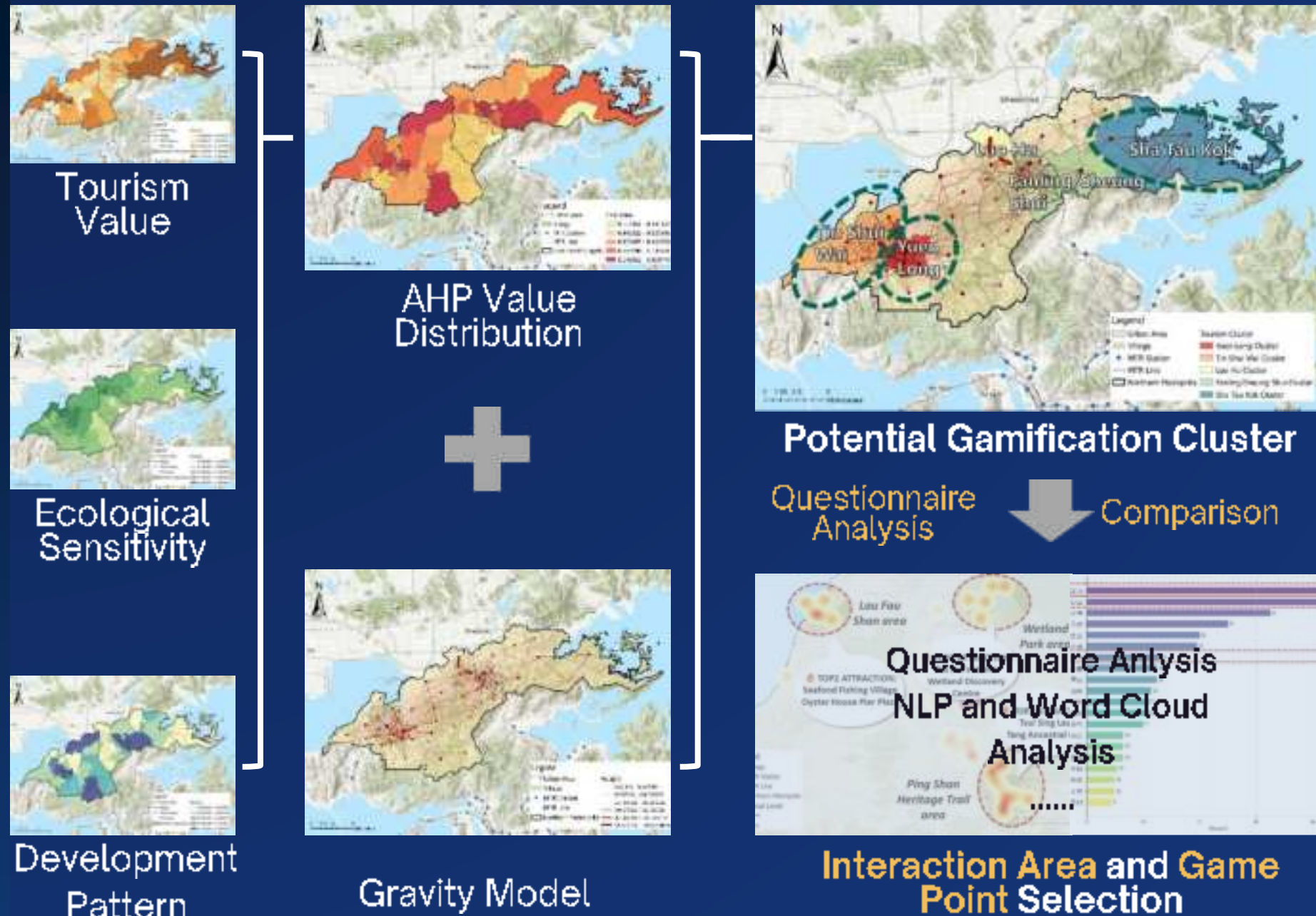
Accessibility & Urban Development

- Tertiary Planning Unit
- Road Network

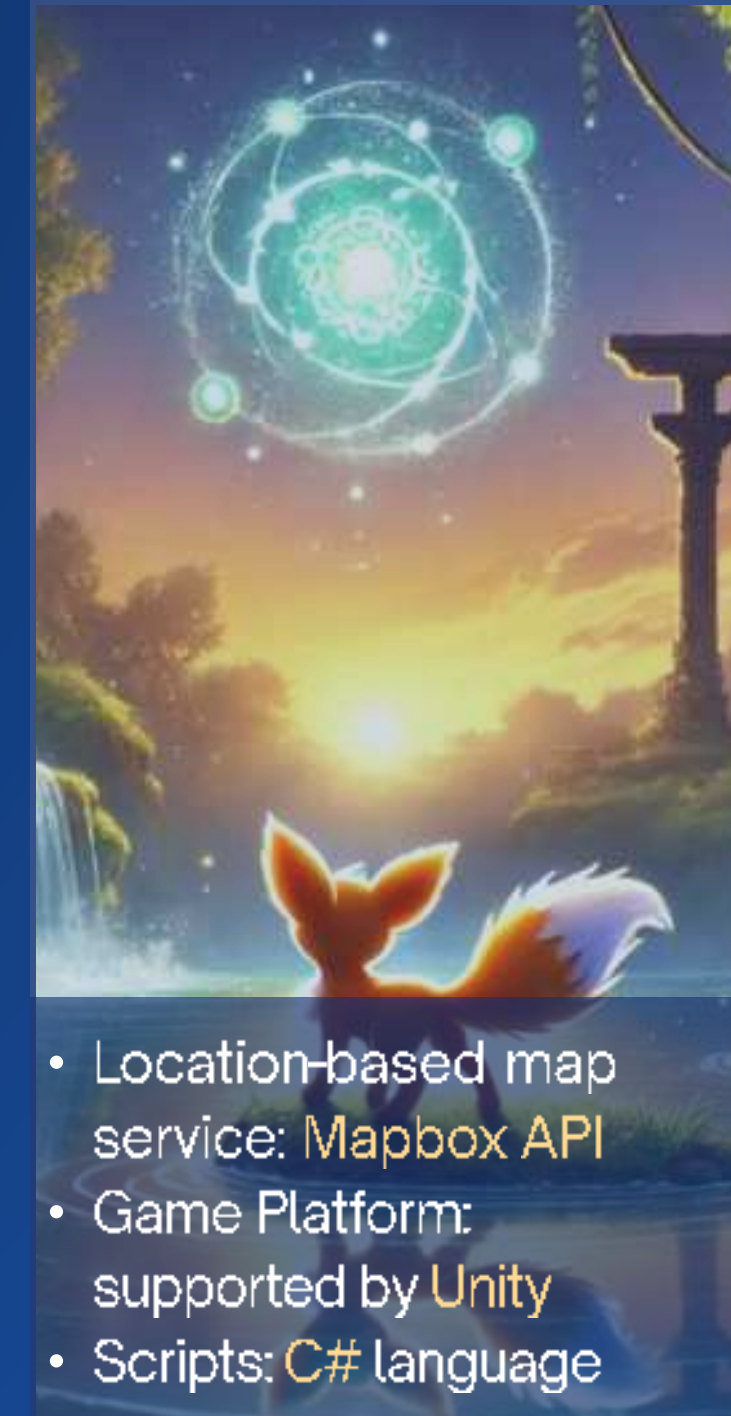
KEY TECHNOLOGIES

The following technologies are adopted to drive user engagement by offering **immersive, interactive, and data-driven experiences**.

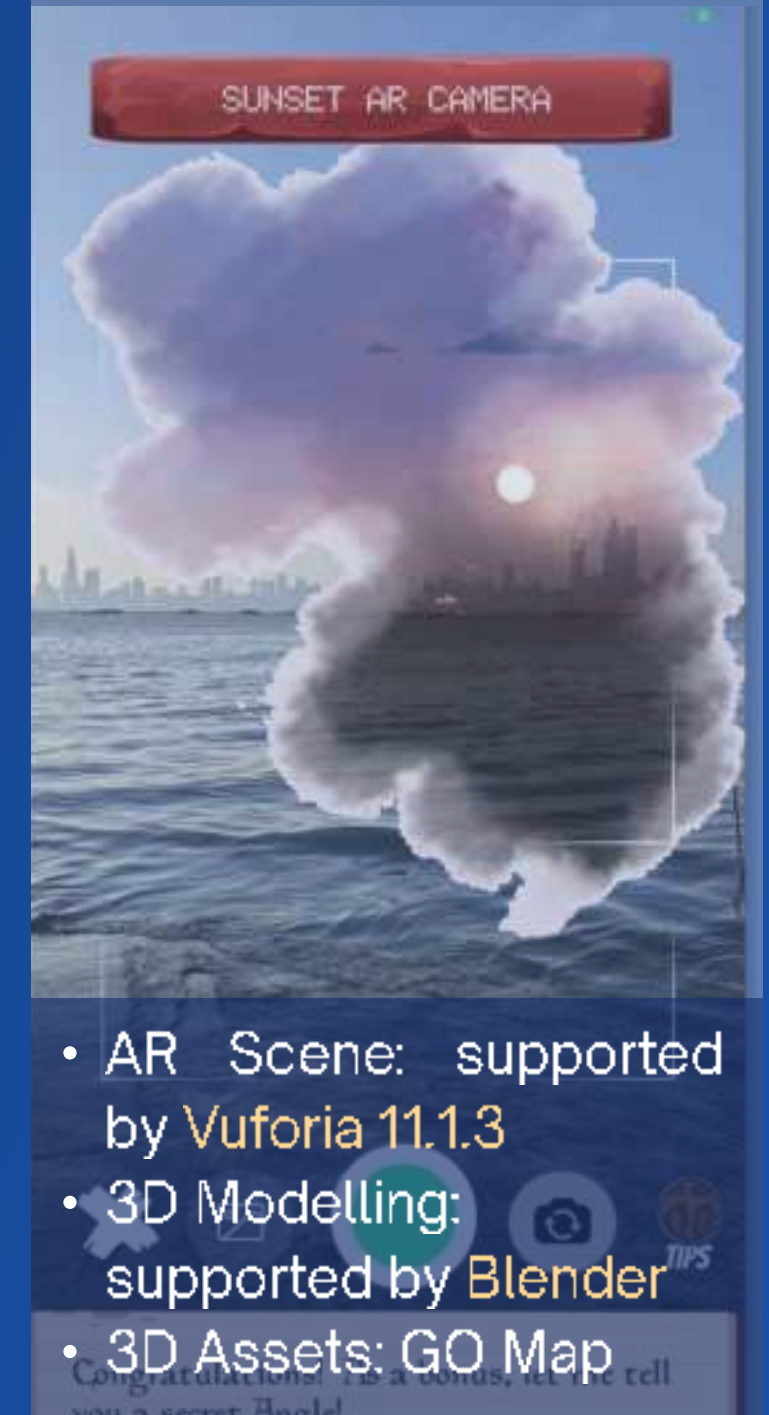
1. Tourism Cluster and Pilot Game Point Selection



2. Gamification Design: Game Platform



3. Gamification Design: Augmented Reality



PATHWAYS TO PLAY



DEMONSTRATION OF THE GAME



Key Features

-  Real-World Interaction
-  Solve, Explore, Create
-  Promote Local Tourism

Three Iconic Clusters


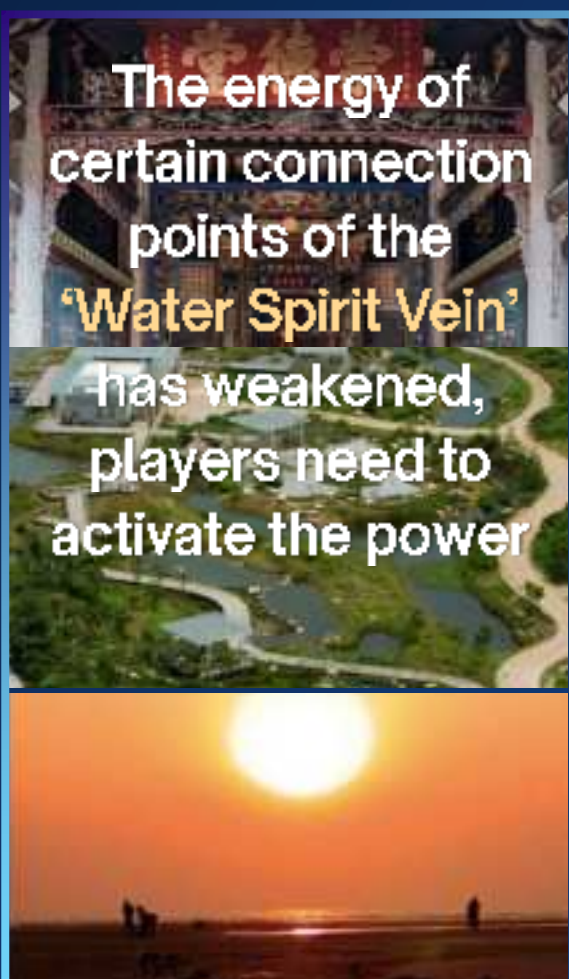
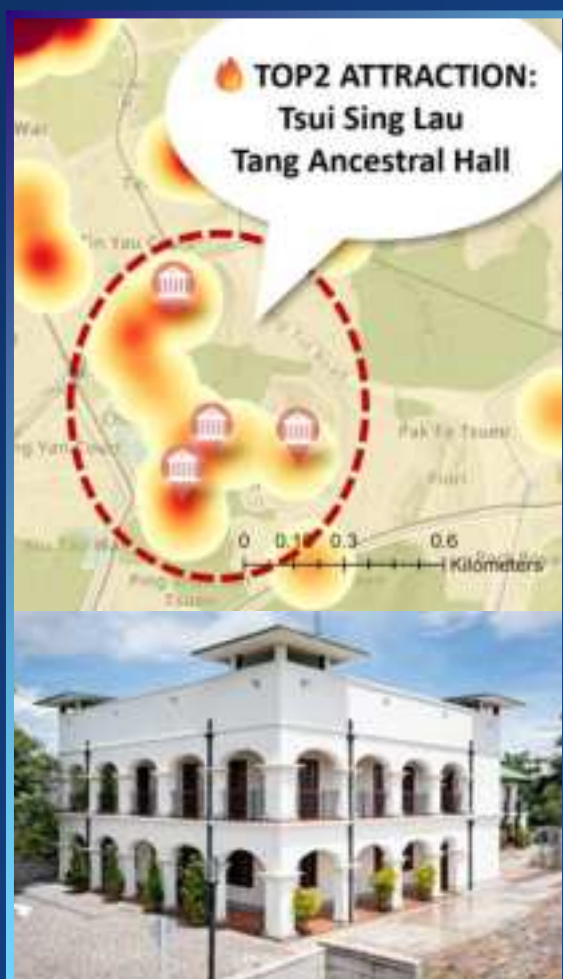


-  Ping Shan Heritage Trail
-  Hong Kong Wetland Park
-  Lau Fau Shan

Join the Adventure!



APP UNIQUENESS - Serve as a bridge between *commerce, culture and conservation*, without compromising *users' experience*

How do AR Game help improve NM tourism?

	Quiz Related to Local Culture	Environmentally Friendly Topics	Location Based Tasks	AR Photo Scene	Reward Exchange
Game Content					
Connection with Tourism	Educate Locals and Tourists Displaying heritage knowledge at every step of the jump	Immersive Storytelling Experience Water-themed story line connects three major clusters	Attract Visitors to Unpopular Locations Set task points at unpopular but interesting attractions	Virtual Photo Experience Unique virtual photo designs and social media sharing	Boost Local Economy Redeem game points for merchant coupons

STAKEHOLDER BENEFITS

Potential of the game: Boost Tourism in Northern Metroplis



Stakeholders Who Benefit From Game

Local Tourists



- Offer fresh and new travel choice
- Enhance recognition of local culture
- Gain culture and environmental knowledge

Local Businesses



- Bring new business opportunities
- Increase income

Mainland&Foreign Tourists



- Offer more immersive travel experiences
- Deepen cultural understanding

Government



- Boost local economy
- Activate idle resources
- Improve the satisfaction of tourists

FINANCIAL VIABILITY

Flexible and Scaleable Business Model

Tangible & Intangible Benefits



Tourist Spending

Tourism Job Creation

Local Brand Value

Estimated Costs



Game Design



Promotion



Game Development



Hardware procurement and venue setup

Sources of Revenue

Initial Stage

Growth Stage

Future Cooperation

NGOs

- Start-up Schemes

Government

- Innovation or Technology Grants

Local Businesses

- Sponsorships on In-game Advertisement

AR Landmark

- e.g. A coffee shop sponsoring a virtual landmark with discounts for users or a retail brand using AR landmarks to advertise sales

Premium Membership

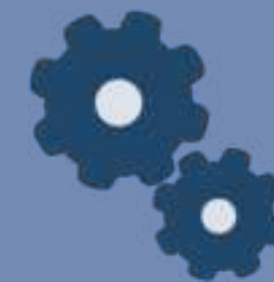
- Subscription for Premium Contents or Exclusive AR Experience

Coupon System

Business

Partnerships

- e.g. Launching AR-themed products with a brand



Revenue

A number of Sources and Recurring Streams

Cost



MARKET AWARENESS AND POPULARIZATION

Player Engagement & Operation Expansion Focus

How to attract people to play games on site repeatedly?

Regular and Timely Updating
of the Game Content

Game Contents Contributed
by the Communities

Frequently Organized AR
Events & Activities

Can the game extend to other areas ? - “Yes”

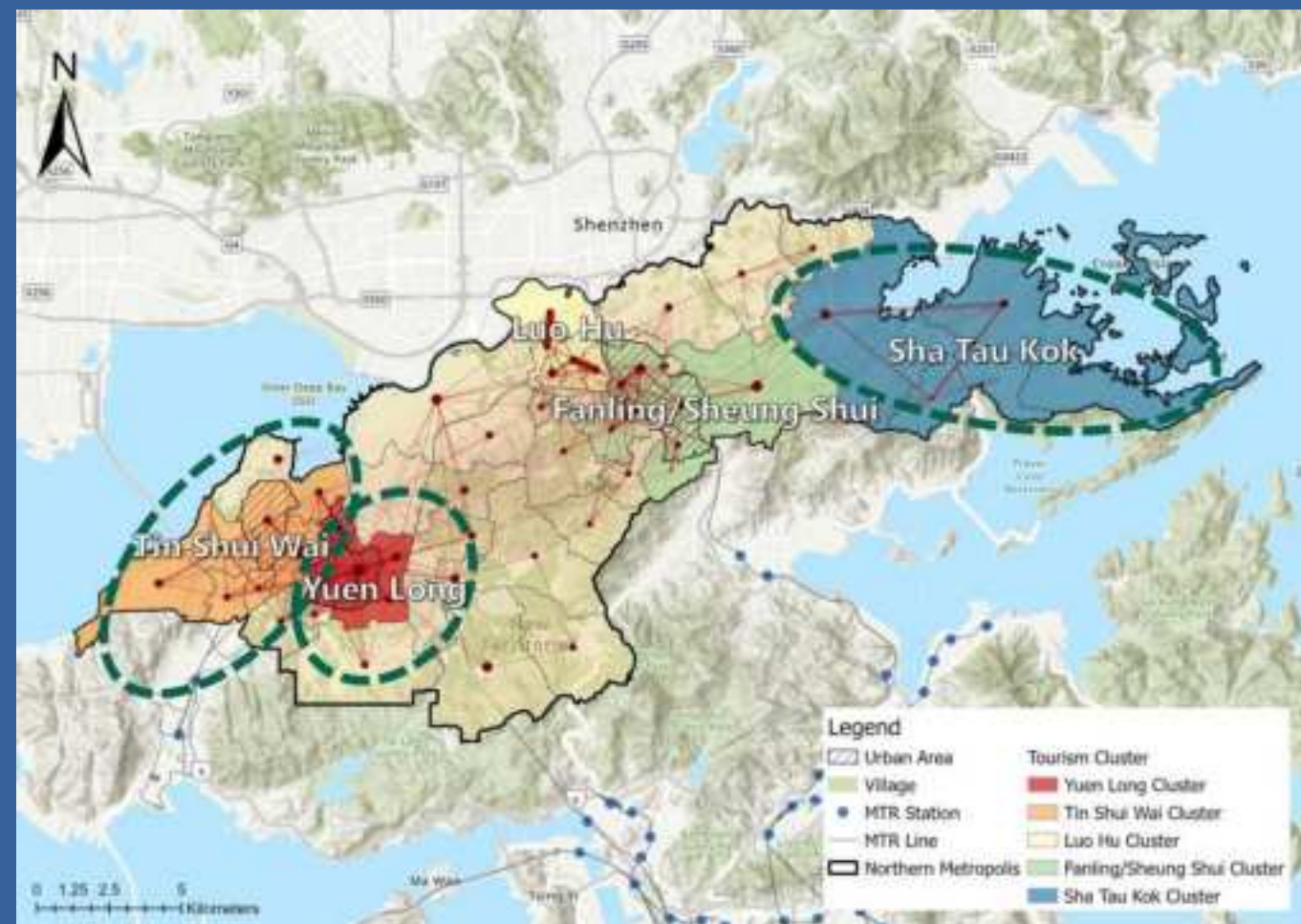
Modular and Scalable
Framework



Facilitate Smooth
Migrating of the Game
to New Areas



Quick Deployment and
Market Penetration



Promotion Channels

Social Media



Outdoor Advertisement



Partnerships and Brand Alliances

