

Success Story of Project Completed for the Government

Date <29 Jun 2020>

Project Owner: Sustainable Lantau Office, Civil Engineering and Development Department

Project Name (in English): AR Exploring Tai O

Website : <https://www.lantau.gov.hk/arweb>

Project Name (in Chinese): AR 深遊大澳

Project Description:

To cope with the development of Lantau Island with conservation and development initiatives, a mobile website about Lantau Island with the use of WebAR technology is being developed to enhance the visitor experience travelling around Tai O. QR codes will be provided at different locations around Tai O allowing users to scan and launch this website.

Means of Service Acquisition: Open Tender

Contractor Name: Cherrypicks Limited

Subcontractor Name: Nil

Project Commenced on: 8/11/2018

Project Completed on: On-going

Highlighted Scope

To travel around the 460,000 square meters that is Tai O and taking in more than 30 attractions without any guide is not easy, once the user launches the website and enable their camera and location-services, this website will provide a virtual guided tour complete with a 3D avatar and 3 recommended routes for the user to select based on their preferences. GEO-AR functions will be the key feature of the website, allowing users to use camera view to view the location of different attractions on virtual signages with their names, attraction descriptions and distance of travelling from the user's current location to the destination. Along with the virtual signages, a user may also select to view the area on a 2D map. By clicking on either the virtual signage or the map with pinned

attractions, a suggested path is assigned and Google Maps will be prompted to guide the user to their destination.

Another major function of the website is to increase interactive, at 5 of the selected attractions, users can interact with an animated 3D avatar dressed up with different thematic costumes of Tai O to take AR selfies.