



ai.

ADVENTURE IN REALITY

Introduction

What is **AiR** ?

Adventure in Reality

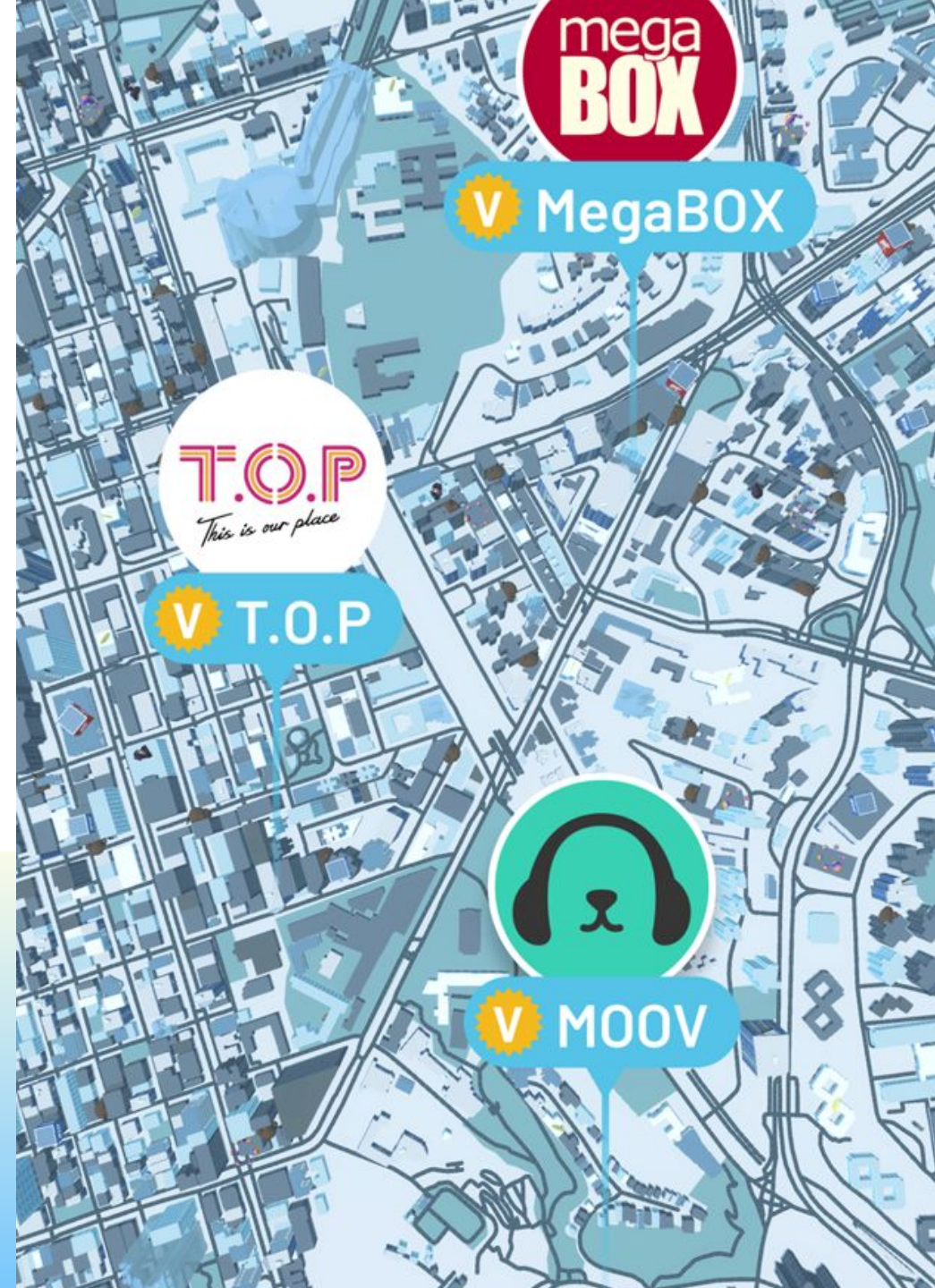
A unique O2O **METaverse** that is closely connected to the real world where everyday life, brands engagement, and fans loyalty are turned into a gamified adventure



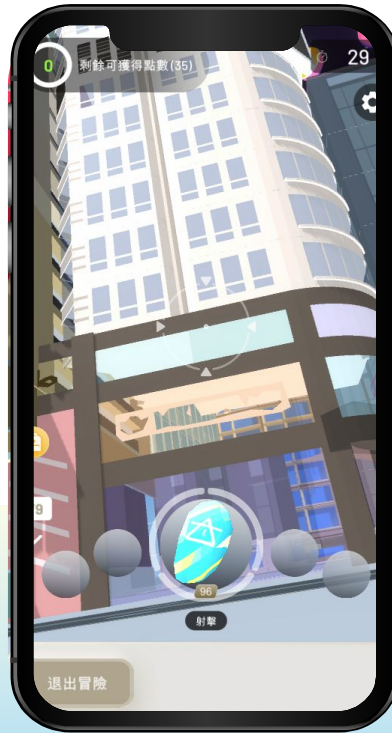
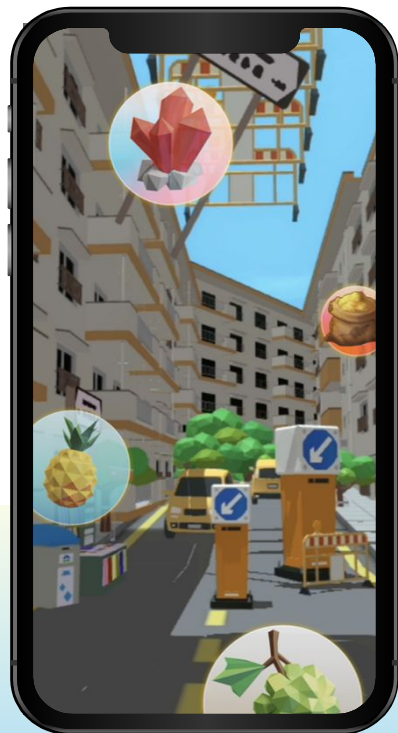
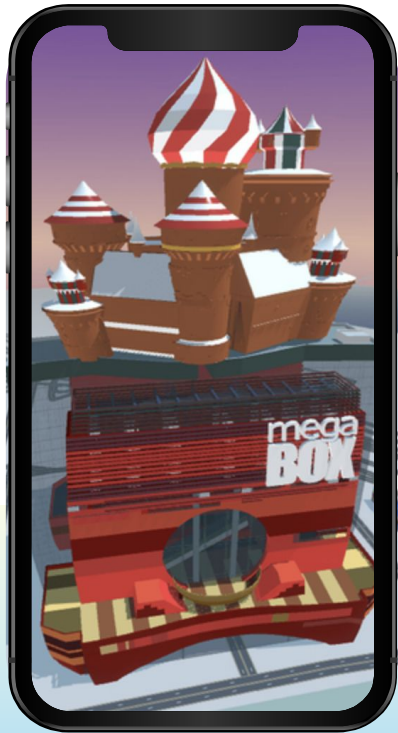
AiR enables both Web 2.0 and Web3 experience in one Ecosystem to bridge the transformation

METaverse-TO-GO

AiR is **location-based** where you can find gateways into this Metaverse **everywhere**, connecting to every aspects



THE AiR METAVERSE WORLD



B2B GAMIFICATION

AiR allows **brands and businesses** to deliver gamification to their customers for **Engagement, Loyalty and Conversion**



O2O GAME PLAY



1

Visit venue



2

Scan Metaverse
Gateway



3

Play game in AR



4

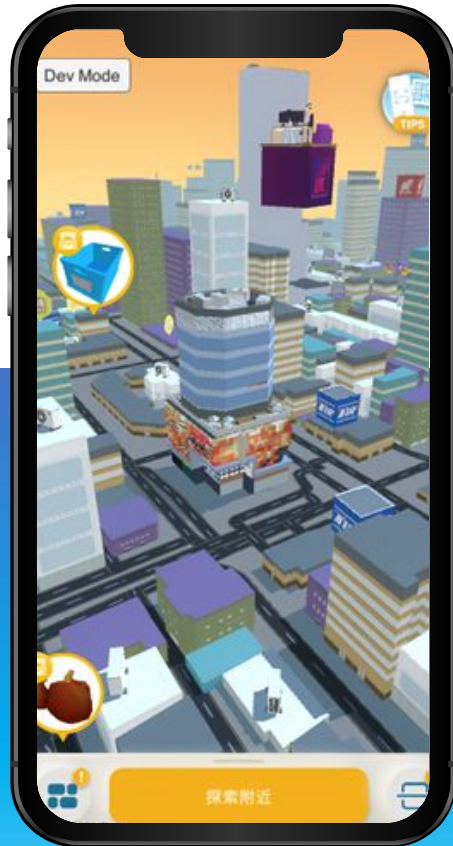
Collect game cards



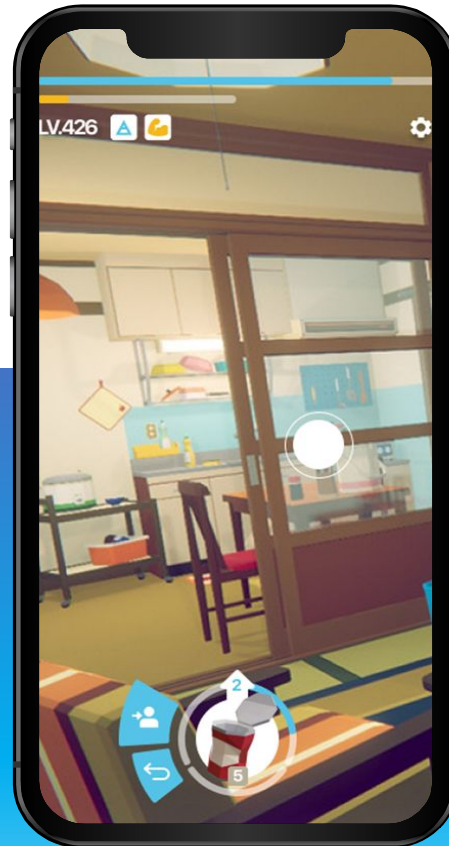
5

Complete mission
for rewards

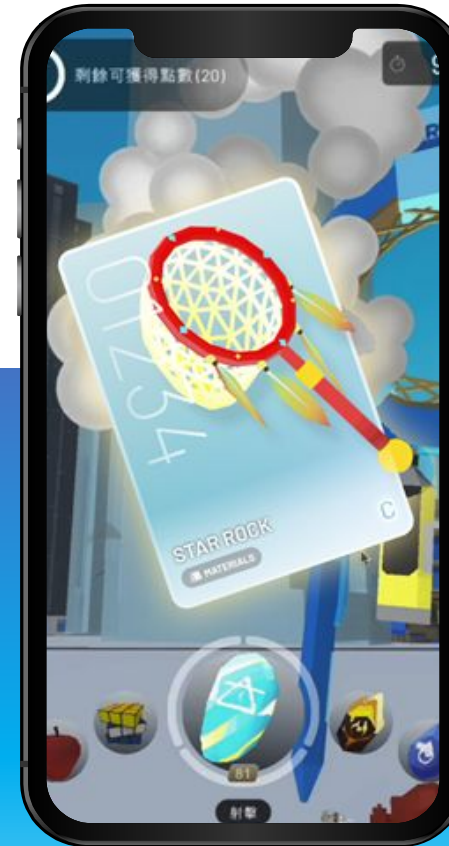
USER JOURNEY



1. Explore location based virtual world



2. Take AR game adventures



3. Collect Game Cards

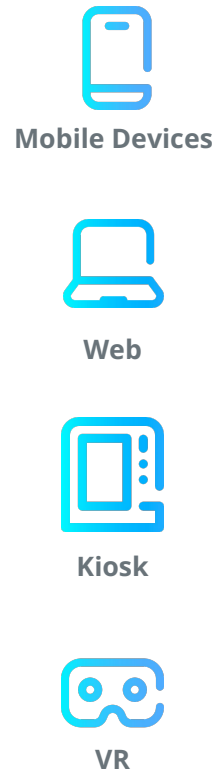


4. Complete missions with game cards

AiR

Business Model & ECOSYSTEM

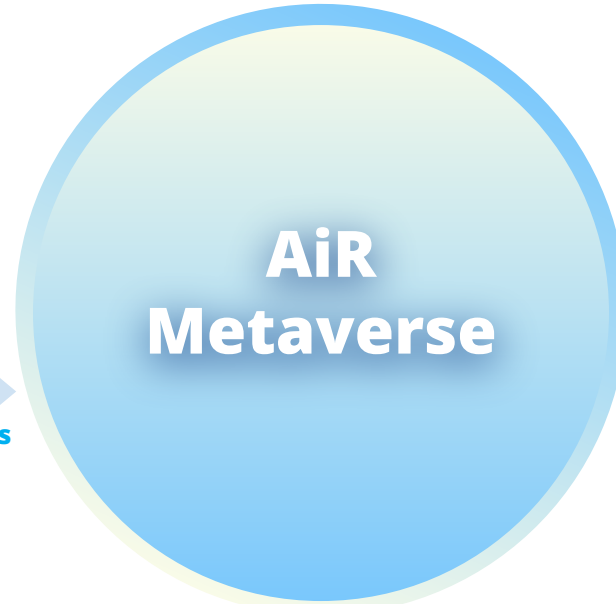
TOUCH POINT



Connected Platforms



Access



Connect

Earn



Decentralized Digital Assets



B2B NETWORK



Missions

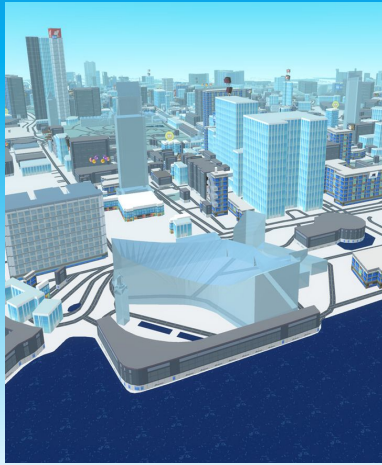


NFTs in AiR



Decentralized ownership of virtual buildings
AiR Structure

Customized experience and Monetize from them.



Selected Structure holder can issue **AiR Unit** to build own community



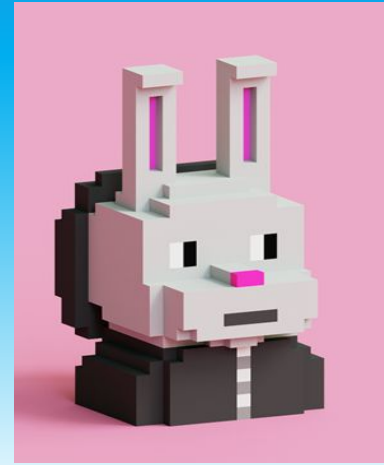
AiR Citizen is the avatar to experience in Metaverse and enjoy Play-to-Earn 2X



AiR items is the in game items to enhance gaming experience and productivity of gamfi and gamified



AiR Coupon issued for business partner to reward their consumer



AiR Collectible is rare item in the Metaverse with collection value



AiR Solution & Product

**What can
AiR do?**

VENUE GAMIFICATION



Embed a QR code of AiR on any outdoor ad

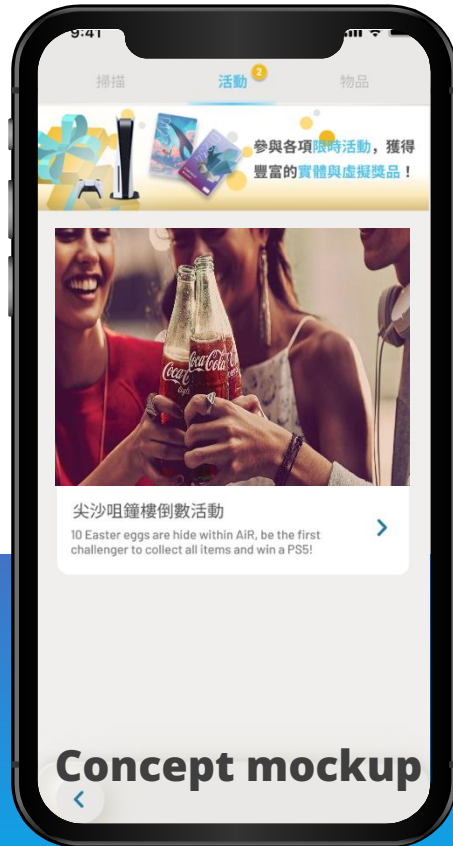


Players can scan the QR code to enter a game stage where all players can try to capture a rare monster

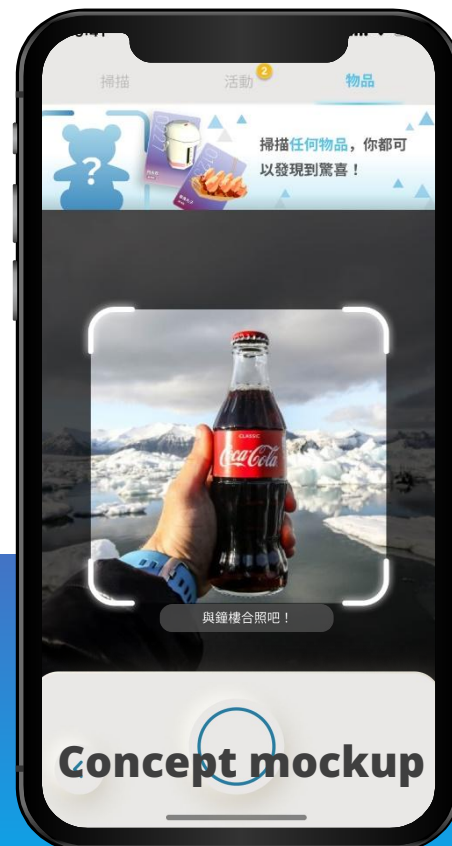


The first 100 players to be able to capture the monster can win big rewards

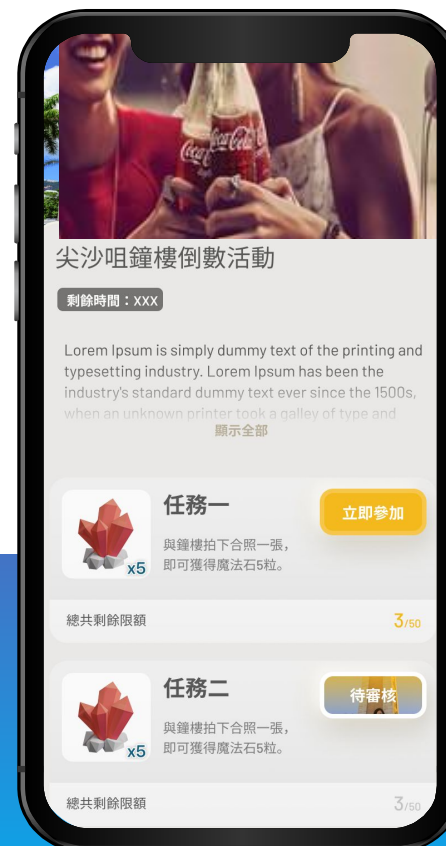
BRAND GAMIFICATION



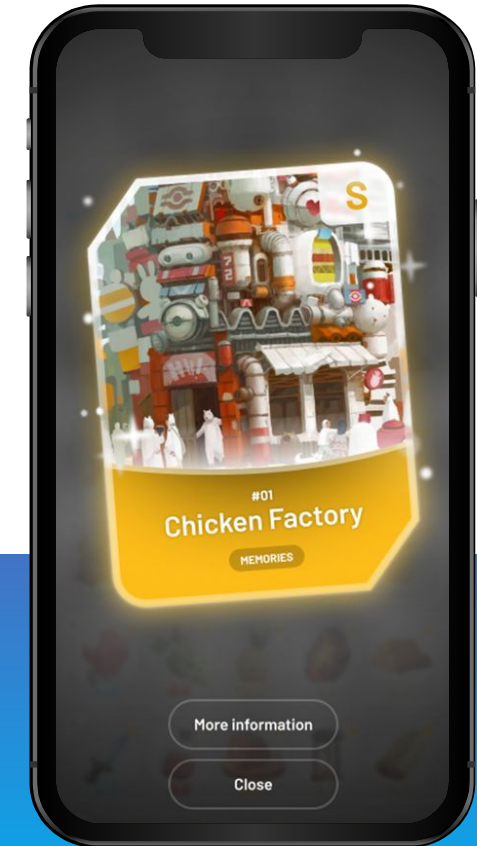
Mission to take a
picture of a Coca
Cola drink



Take the photo
and submit to AiR



Wait for the
submission to be
approved



Receive game card
to complete
mission

FANS LOYALTY GAMING

Fans can play with their favorite idols and characters together as citizens of the Metaverse.



VENUE VISIT

Location-based gamification campaigns can be carried out in AiR as O2O game plays can be put at specific locations, indoor and outdoor, to draw foot traffic

- Special events on game map
- QR code to enter AR game
- QR code to collect game cards



FUN AND REWARDING ENGAGEMENT

Game plays can be added to any customer experience as part of a Metaverse adventure, guided by missions with rewards

- Shops and malls can be turned into AR game Stages via QR codes
- Virtual game cards can be given to customers for engagement
- Rewards can be earned for completing missions by collecting game cards



METaverse CRM

角色能力

我的獎賞

荷里活廣場VIC會員帳戶

帳戶

密碼

取消

綁定

Facebook

未綁定

Google

已綁定

15:56 荷里活廣場 - 上載消費單據任務

剩餘時間: 6日

如要完成指定任務，請玩家在此上載於荷里活廣場消費滿指定金額之有效電子貨幣消費單據

荷里活8月消費活動

於荷里活廣場商戶，以電子貨幣消費滿HK\$ 800或以上之單據 (當中包含最多兩套消費單據，每套金額不少於HK\$100)

總共剩餘限額 0/1

荷里活8月消費活動

於荷里活廣場商戶，以電子貨幣消費滿HK\$ 800或以上之單據 (當中包含最多兩套消費單據，每套金額不少於HK\$100)

總共剩餘限額 0/1

荷里活8月消費活動

於荷里活廣場商戶，

立即參加

To

HP8384268

角色能力

我的獎賞

帳戶驗證

已驗證

荷里活廣場VIC會員帳戶

已綁定

荷里活廣場VIC會員推薦

推薦人

電郵信箱

已綁定

Facebook

未綁定

Google

未綁定

AIR SHOWCASE



PARTNERSHIP



A.S. Watson Group



荷里活廣場 PLAZA
HOLLYWOOD



SHOWCASE

AiR x SHK LINE FRIENDS World Feastival



LINE FRIENDS十歲生日了!這麼高興的日子,Brown和一眾好友決定舉行一次世界美食嘉年華,在新鴻基旗下商場裡擺設攤檔,並邀請大家一起參與,烹調出世界各地具代表性的美食。完成指定任務,更可以獲得豐富的獎品!

10

東港城
EAST POINT CITY

上水廣場
LANDMARK NORTH

mikiki
MIKIKI MALL

天晉匯
PopWalk

life@KCC

K-Park 綠楊邨

CHelsea HEIGHTS
卓爾廣場

Blossom Garden
寶怡商場

蒞臨新鴻基旗下的東港城、上水廣場、MIKIKI、



在「LINE FRIENDS環球美食盛典」中,大家可以化身廚神,為慶祝LINE FRIENDS 10週年在遊戲中炮製世界特色料理。

煮食遊戲會考驗大家的反應、配對和時間分配技巧:

1 從兩旁雪櫃裡拿
所需的食材



2 按畫面提示把食材
投到正確的位置



3 在時限內煮出目標
數目的美食,就可
以通關

現在就先熱身一下,嘗試挑戰煮食遊戲吧!

體驗煮食遊戲

SHOWCASE

AiR x CSL

cs|. 5G

進入元宇宙 cs| 5G 攤位
收集道具贏獎品

步驟 ①
↓ 下載 AiR App
及
掃描指定遊戲二維碼

步驟 ②
找出虛擬 cs| 5G 攤位內的
四部虛擬 cs| 5G 手機

步驟 ③
憑 cs| 5G 動漫節遊戲卡
向舞台旁職員換領獎品

立即下載 遊戲二維碼

獎品數量有限，換完即止。



cs|. 5G 玩得不一樣

個人還可以完成1次



總共剩餘限額

50/50

剩餘時間: 4日

個人還可以完成1次



總共剩餘限額

50/50

剩餘時間: 4日

SHOWCASE

AiR x PLAZA HOLLYWOOD



荷里活廣場 -
元宇宙綠色村莊歷奇之旅

剩餘時間: 118日

荷里活廣場 PLAZA
HOLLYWOOD

荷里活廣場VIC會員限定任務

綁定VIC會員帳戶

個人還可以完成1次



實體獎賞

尚品花膠筒一盒 (價值HK\$1,298)及
VIC會員100積分



x1

3/40

總共剩餘限額

6/8

個人還可以完成1次



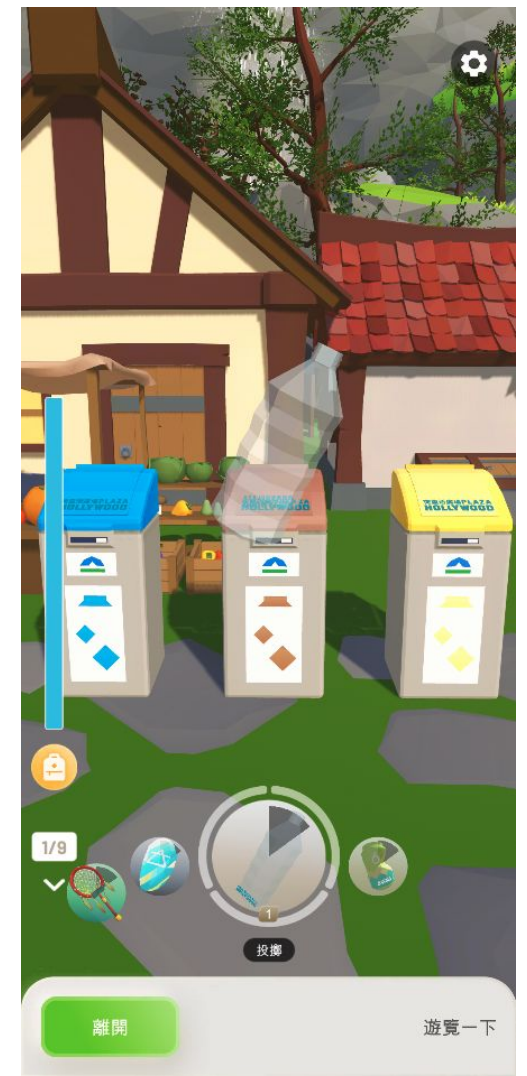
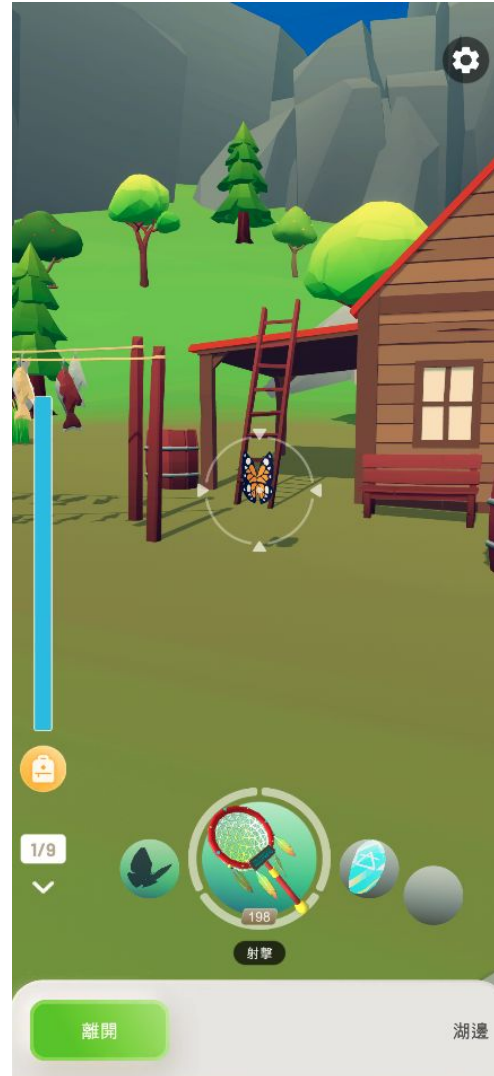
實體獎賞

TONYMOLY潤手霜(30ml)



SHOWCASE

AiR x PLAZA HOLLYWOOD



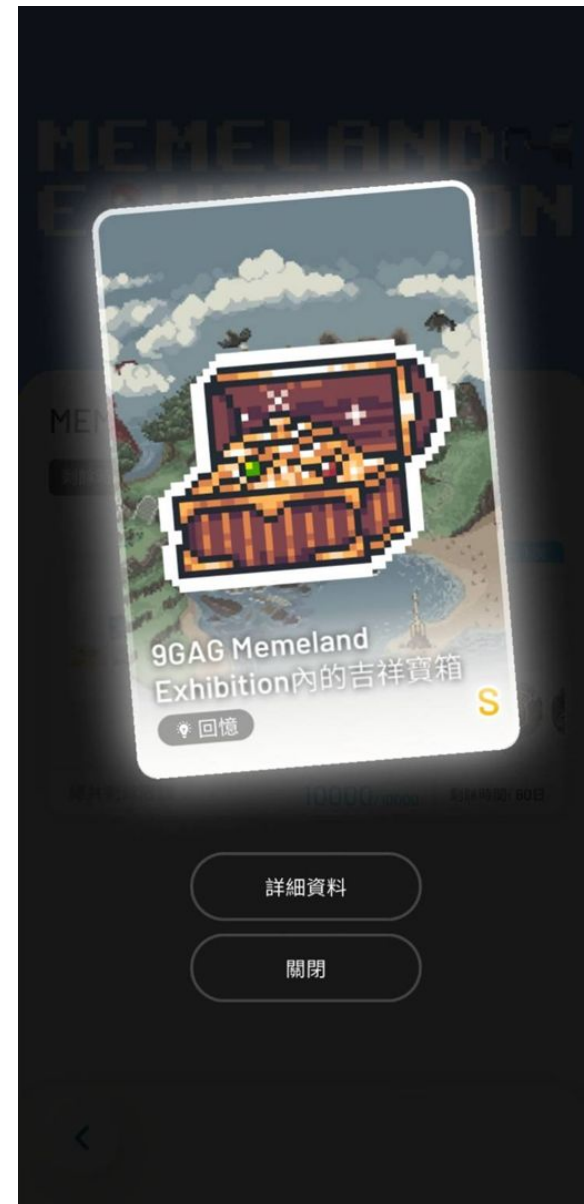
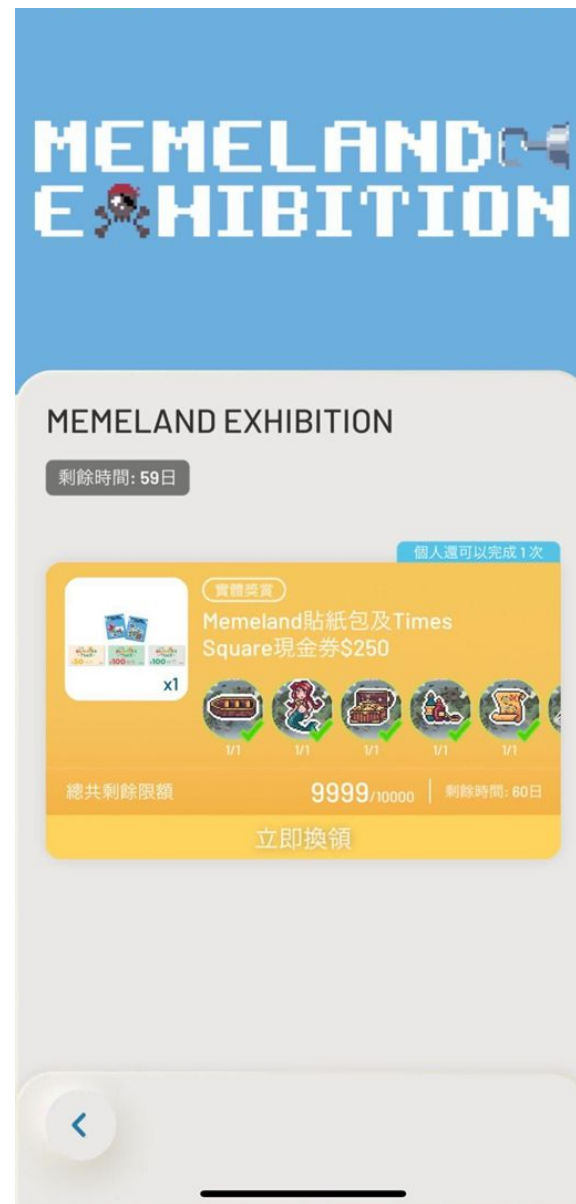
SHOWCASE

AiR x OCEAN PARK x CONSERVATION



SHOWCASE

AiR x Time Square x 9GAG



SHOWCASE

AiR x SAM'S TAILOR

Sam's Tailor is a tailor in Hong Kong. The shop was founded by Sam Melwani in 1957 and is still run by his sons and grandson.

Clientele have included Queen Elizabeth II, Ronald Reagan, Prince Philip, Prince Charles, U.S. Presidents George H. W. Bush, George W. Bush and Bill Clinton, UK Prime Ministers Margaret Thatcher and Tony Blair, John McEnroe, George Michael, Michael Jackson, and Richard Gere



AiR Press Coverage

MARKETING

2022-03-31

Hong Kong Daily Bulletin



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HK govt admits exodus of talent but says city is still attractive to many

Carrie Lam said the phenomenon of business executives leaving the city is an indisputable fact.

LATEST NEWS



Startup Air World launches themed metaverse consisting of HK landmarks

A company confirmed to acquire over 10 virtual buildings for several million Hong Kong dollars already.



HONEYCOMBERS
HONG KONG SINGAPORE SLL HONEYBEE LAUNCHPAD



ALL EVENTS THIS WEEK THIS MONTH SUBMIT EVENT SEARCH EVENT

ENTERTAINMENT

Times Square x 9GAG: "Memeland" Digital Wonderland

DATES & TIME
30 JUL - 25 SEP 2022
10:00 AM - 10:00 PM

VISIT WEBSITE

VENUE

SHOP 517-519, 5/F
TIMES SQUARE, CAUSEWAY BAY,
HONG KONG



Team Building at LOST

Certified corporate trainer for team building event at LOST, the funniest teamwork game!

LOST

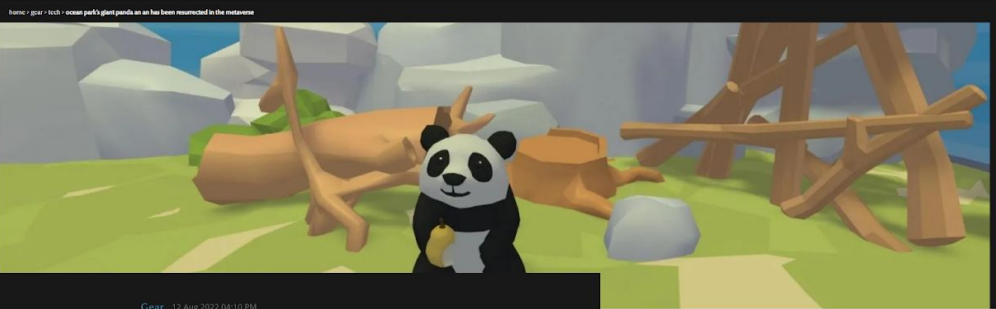
Open

Memes have become an indispensable part of our lives, bringing people around the world together through humour, chuckles and tears. With 200 million followers across all social networks, 9GAG, the de facto purveyor of the finest memes, is taking memes further with its first metaverse project, "Memeland". And to celebrate its launch, 9GAG is partnering with Hong Kong Times Square to bring the world's first "Memeland" digital wonderland and its NFT collection to life. Memelords, welcome to the Memeland Exhibition!

When memes meet the metaverse

Memeland, the digital wonderland, is the first metaverse project by 9GAG, the de facto purveyor of the finest memes, is taking memes further with its first metaverse project, "Memeland".

WHAT'S ON FOOD & DRINK STYLE MUSIC CULTURE BEAUTY & GROOMING LIVING THE MINDS AWARDS



Gear 12 Aug 2022 04:10 PM

Ocean Park's giant panda An An has been resurrected in the metaverse

NATHAN FRICKSON Editor-in-Chief

share this article

Do pan-droids dream of electric bamboo?

It is perhaps the first and only good application of the metaverse to date. Hong Kong's beloved and recently deceased giant panda An An has been given a second life thanks to AiR World Limited's Adventures in Reality app. Like Tupac and Elvis before him, An An joins the list of cherished celebrities who were offered a comeback through technology.

Through the app, adults and kids alike can take on the role of Ocean Park caretakers, checking in on a virtual An An while learning an eye on his eating habits and learning



Conversion Rate

Download: ~30,000

MAU: ~6,000

DAU: ~2,000

Virtual items collected by players: ~20,000,000

Metaverse scene visits: ~1,000,000

Missions completed: ~55,000

Metaverse gateway code scans: ~400,000

Spending receipts submitted: ~2,000



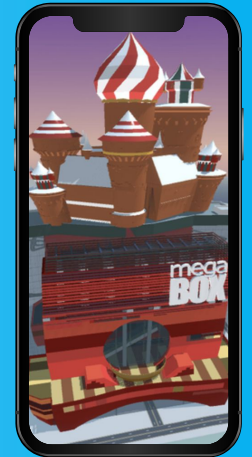
**SHK x
LINE
FRIENDS**



**Plaza
Hollywood**



**Times
Square x
Bunny
Warriors**



MegaBox



METaverse

is here!

Join the Adventure