



IMMRSIV XR solution for Gardens by the Bay revolutionizes indoor wayfinding and gamification for the tourism industry and beyond

Singapore, 27 October 2023 – Race Trace, a new 5G augmented reality (AR) app that allows users to learn about sustainability at Gardens by the Bay through an immersive self-guided digital trail, is now available on the Google Play Store and the App Store. The app is developed by the IMMRSIV group in collaboration with Gardens by the Bay and M1 Limited (M1).

Race Trace provides seamless and intuitive indoor navigation for tourists and visitors and leverages the high-speed, low-latency, and high-bandwidth capabilities of 5G to deliver interactive and engaging gamified experiences for users. Visitors can use the app at various locations around Gardens by the Bay to unlock AR content, such as sustainability facts, quizzes, characters, and mini games.

Mr. Dinesh Naidu, Senior Director of Programming at Gardens by the Bay, said: “The Race Trace collaboration lets us bring elements of Race to Sustainability! – our popular post-examination programme for students – to a wider audience. The app’s augmented reality creates experiences that would not be otherwise possible, such as bringing visitors closer to the monitor lizards and otters that call Gardens by the Bay home, or illustrating how a Venus flytrap feeds on insects and arachnids. This creates a more immersive experience for our visitors, while allowing them to delve deeper into lesser-known aspects of the Gardens.”

Mr. Mark Tan, Chief Enterprise Strategy and Business Officer of M1, said: “The highly engaging and immersive Race Trace App marks an exciting milestone in M1’s True 5G journey. It demonstrates how M1 can tap on cutting-edge technology to empower businesses to roll out new and innovative offerings for their customers. We will continue to push boundaries by working closely with strategic partners to co-create and elevate meaningful experiences with our 5G capabilities.”

IMMRSIV aims to solve the current challenges of indoor wayfinding faced by the tourism industry, such as lack of signage, information overload, and poor user experience. The app demonstrates a solution which enables users to access maps through their smartphones or wearable devices, and enjoy features such as voice guidance, 3D models, animations, and gamification. Utilizing an advanced Visual Positioning System (VPS) technology, maps can also be customized to suit different indoor venues, such as museums, galleries, exhibitions, and attractions.

Mr. Png Beehin, Co-Founder and Chief Executive Officer of IMMRSIV (LDR) said: “It is truly an honor and privilege for us to partner with the esteemed teams from Gardens by



the Bay and M1 to jointly develop the Gardens Race Trace app. This first of its kind XR app illustrates how 5G can enable indoor navigation and empower new forms of learning and engagement for various audiences with 3D gamified content. We hope to inspire and invite more local developers and enterprises to create these value-added solutions with us for their customers.”

With scalable and sustainable XR solutions, enterprises can extend brand outreach to new demographics and expect enhanced user experience, new revenue opportunities, increased operational efficiency as well as improved data collection and analysis.

About the IMMRSIV GROUP

The IMMRSIV Group aims to extend the reality of its customers and partners with cutting-edge immersive technologies and solutions.

LDR is an award-winning tech company that specializes in creating immersive experiences, AR/VR app solutions for the education, tourism, training, technology and healthcare industries. Their extended reality solutions include industry leading Enterprise Web-First Metaverses, Mixed Reality Solutions and Applied Immersive Games.

For more information about IMMRSIV, visit www.immrsiv.com.