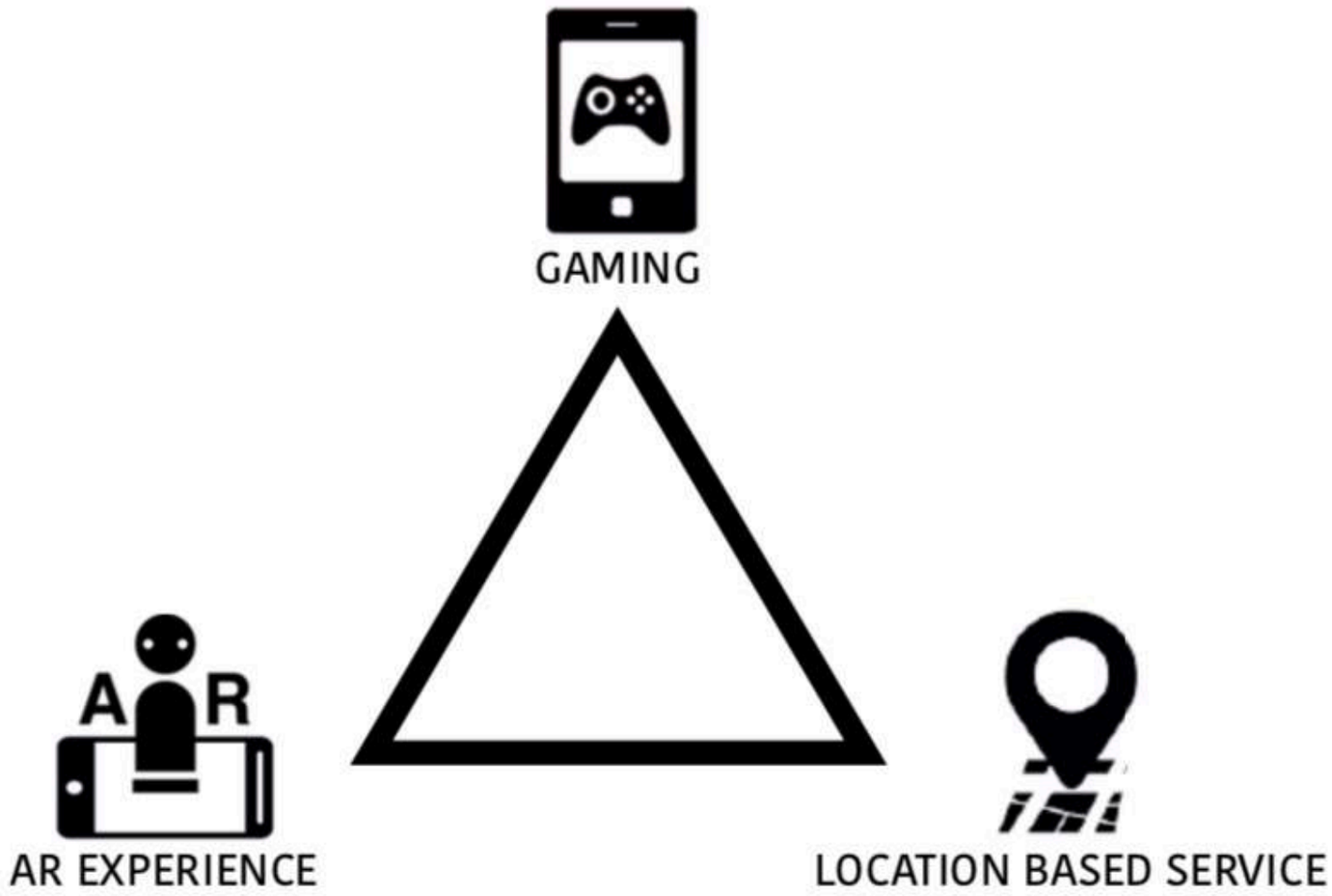
toii
Virtual Gaming Lab

AR x Location-based Gamification

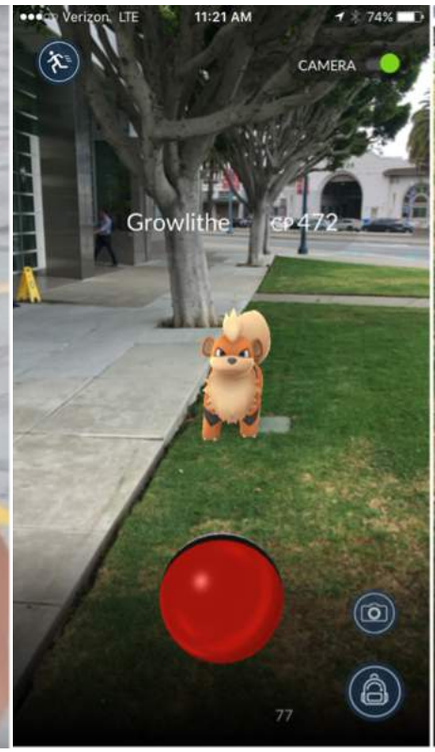
Allen Yu / Founder
Yu-Yi Chen / Co-founder
Toii
9/30/2020

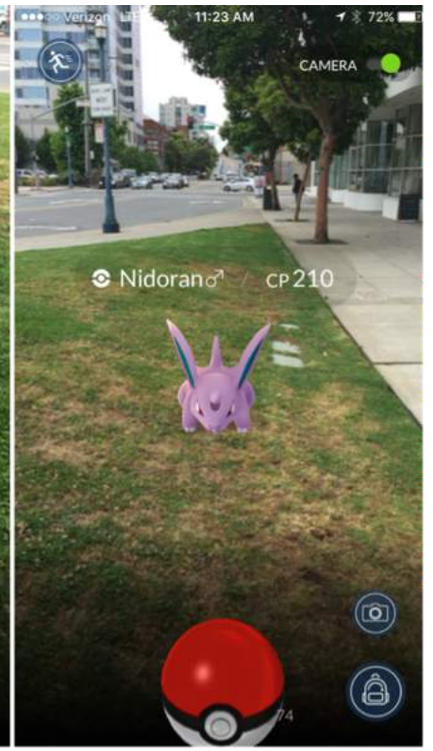
ABOUT US



“GAMIFYING TRAVEL EXPERIENCES THROUGH AR”

AR LBS Game EXAMPLES





Metro Romance

高雄捷運 KAOHSIUNG Metro KEEP MOVING

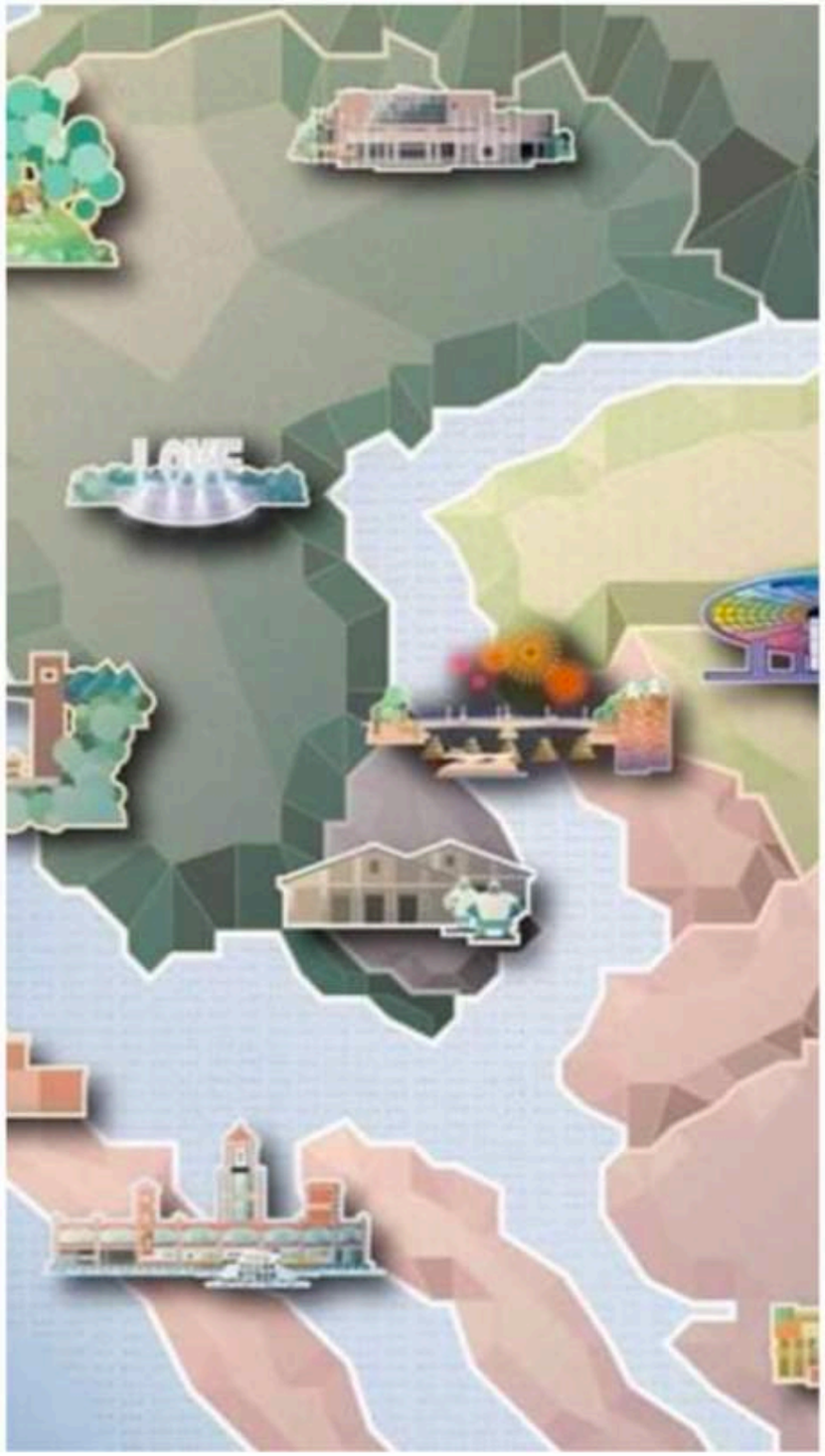
x

toii Virtual Gaming Lab

Achievement

- “1-Day Pass” increased by **300%**
- Players from **different cities** and **countries**
- Reported by major media
- Expand to Taipei, Taiwan
- Expand to Fukuoka, Japan

Features



- Guide to Attractions
- Interactive AR and Rewards
- Stories and Connections

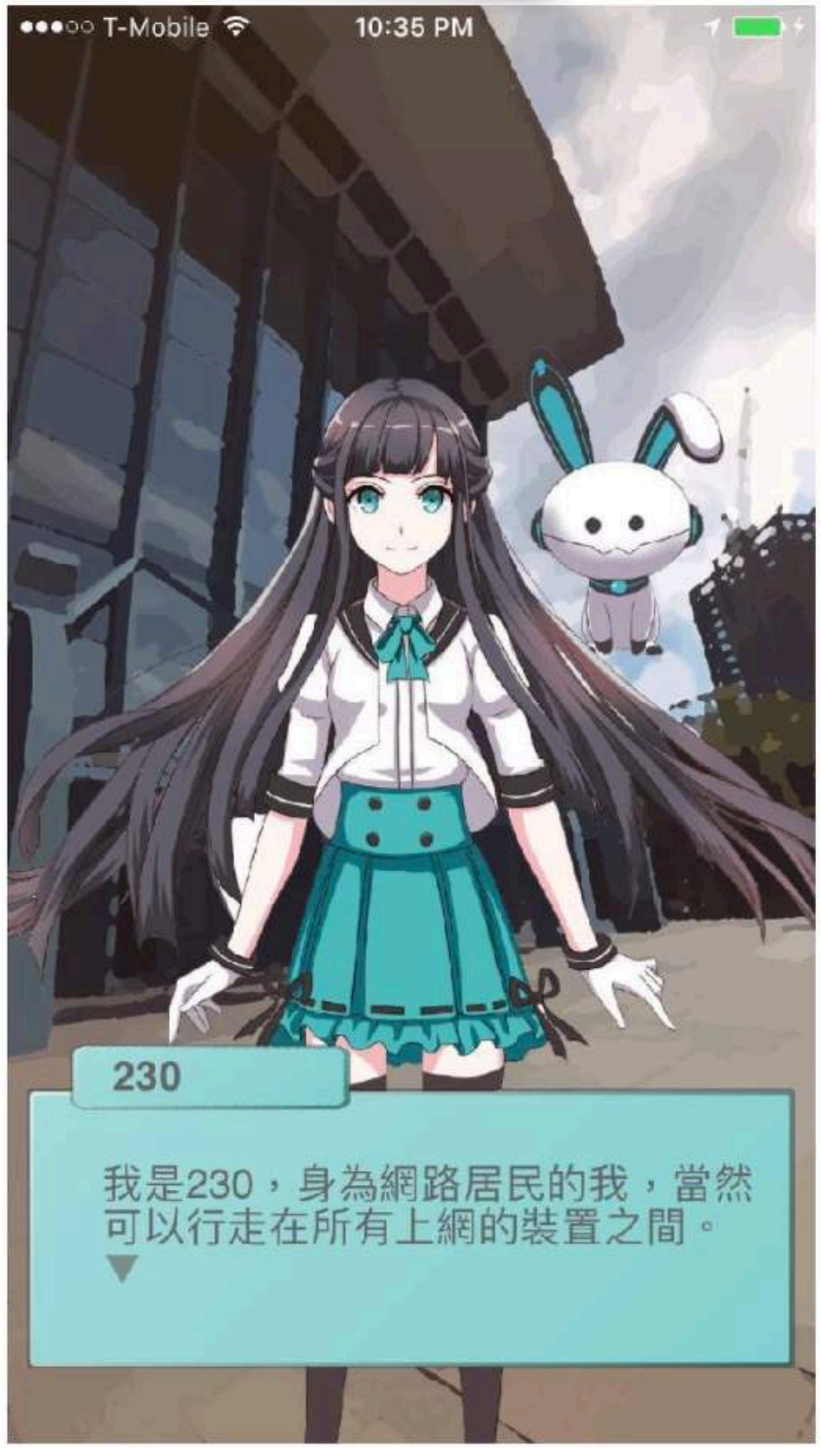
Game Map

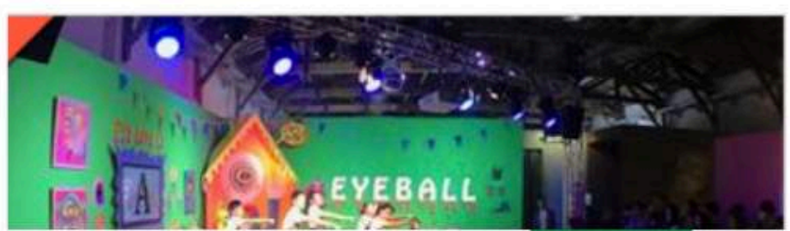
- Game Map of Attractions of Kaohsiung, Taiwan

Limited Reward

- **Limited Metro Card** w/ AR character

From Kaohsiung to Taipei





社團法人台北市西門徒步區街區發展促進會

資訊局 Department of Information Technology, Taipei City Government

松山文創園區 Songshan Cultural and Creative Park

閱樂 YUE YUE & Co.

From TW to JP: Canal City Hakata

Guide to Canal City Hakata

New Stories and Characters

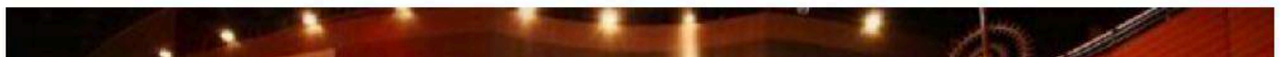
Connection between JP & TW

Promotion

巴哈姆特

GNN新聞 手機遊戲 PC TV 掌機 動漫畫 電玩瘋 電競 活動展覽 主題報導

運河城中心的街道兩旁有許多曲線造型跟色彩豐富的建築物，街道中央並有約 180 公尺的運河流過，也會有定時的動態噴水秀，旅客也可以由此得知時間的流逝。晚上的時候更會有日本最大級的3D光影投影噴水秀「CANAL AQUA PANORAMA」，這是由噴水 x 燈光 x 聲音三樣元素所組成的體感型娛樂設施，而且還提供旅客免費觀賞。

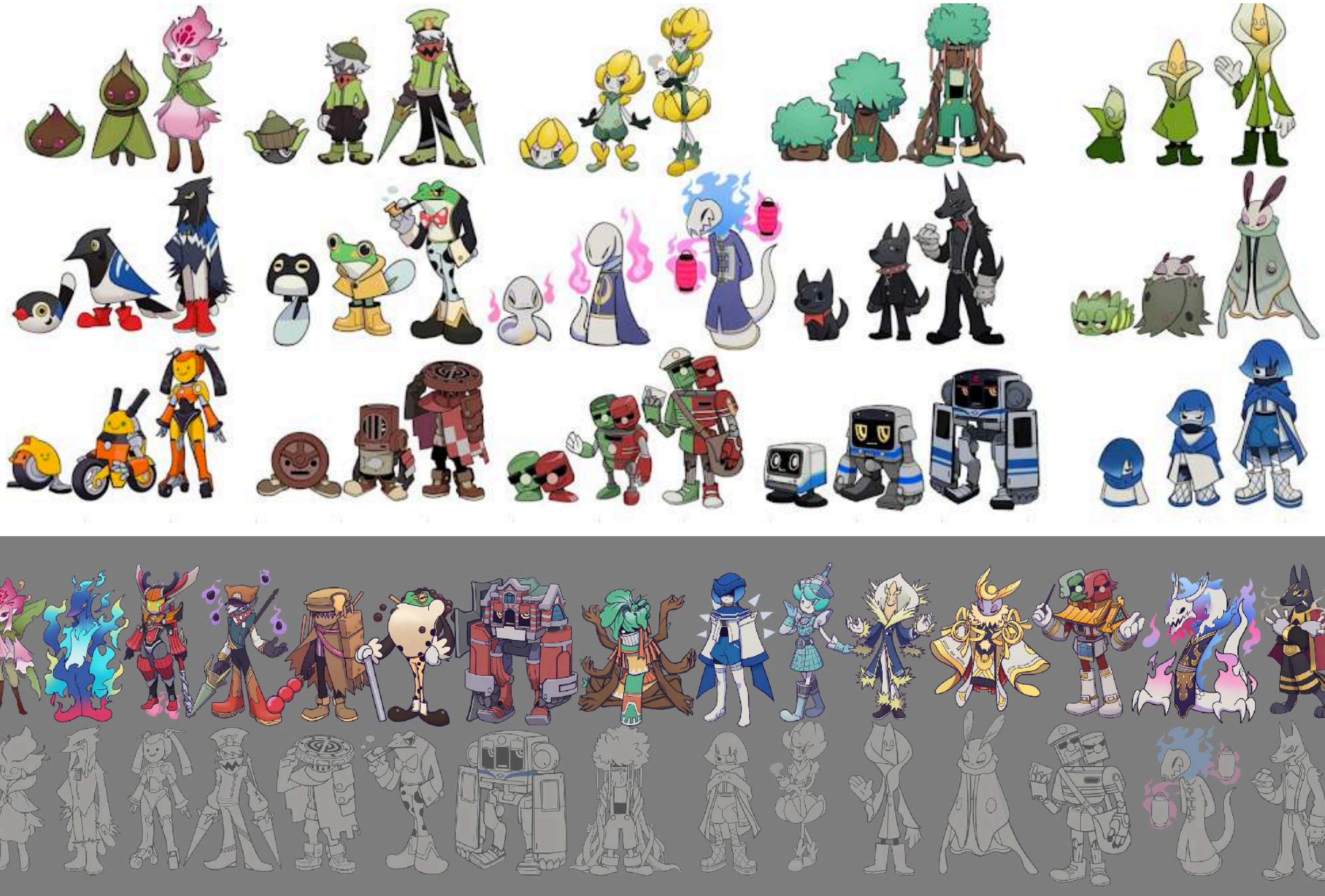


Smart Tourism

AR Experience **X** Gaming **X** Location Based Service

- Turning the Cities into Traveler's Playgrounds
- Guide players to Visit Designed Locations
- Report and Track player's Behavior (**where** to and **when**)

Location-featured Formonsters



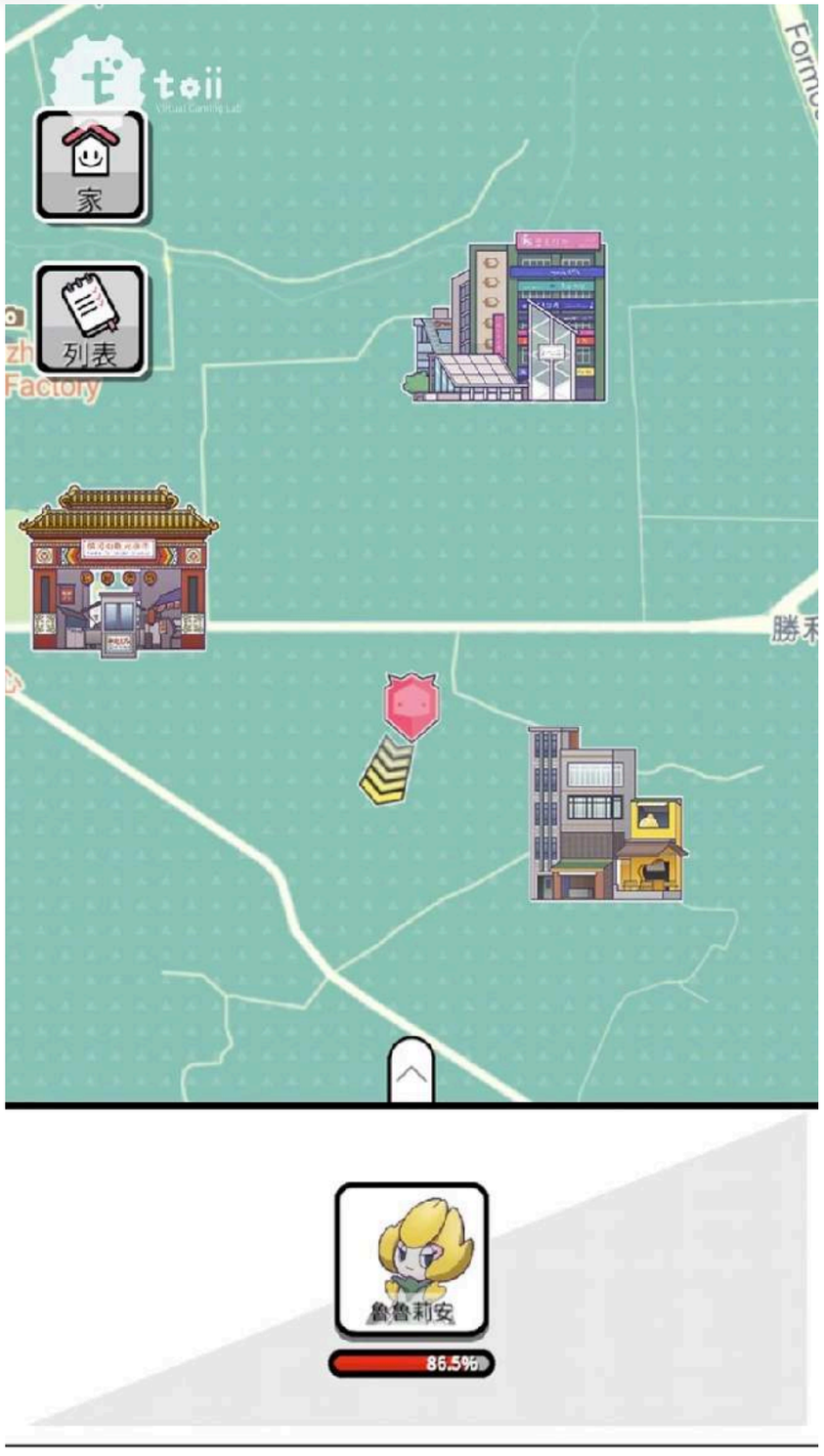
Official Partners

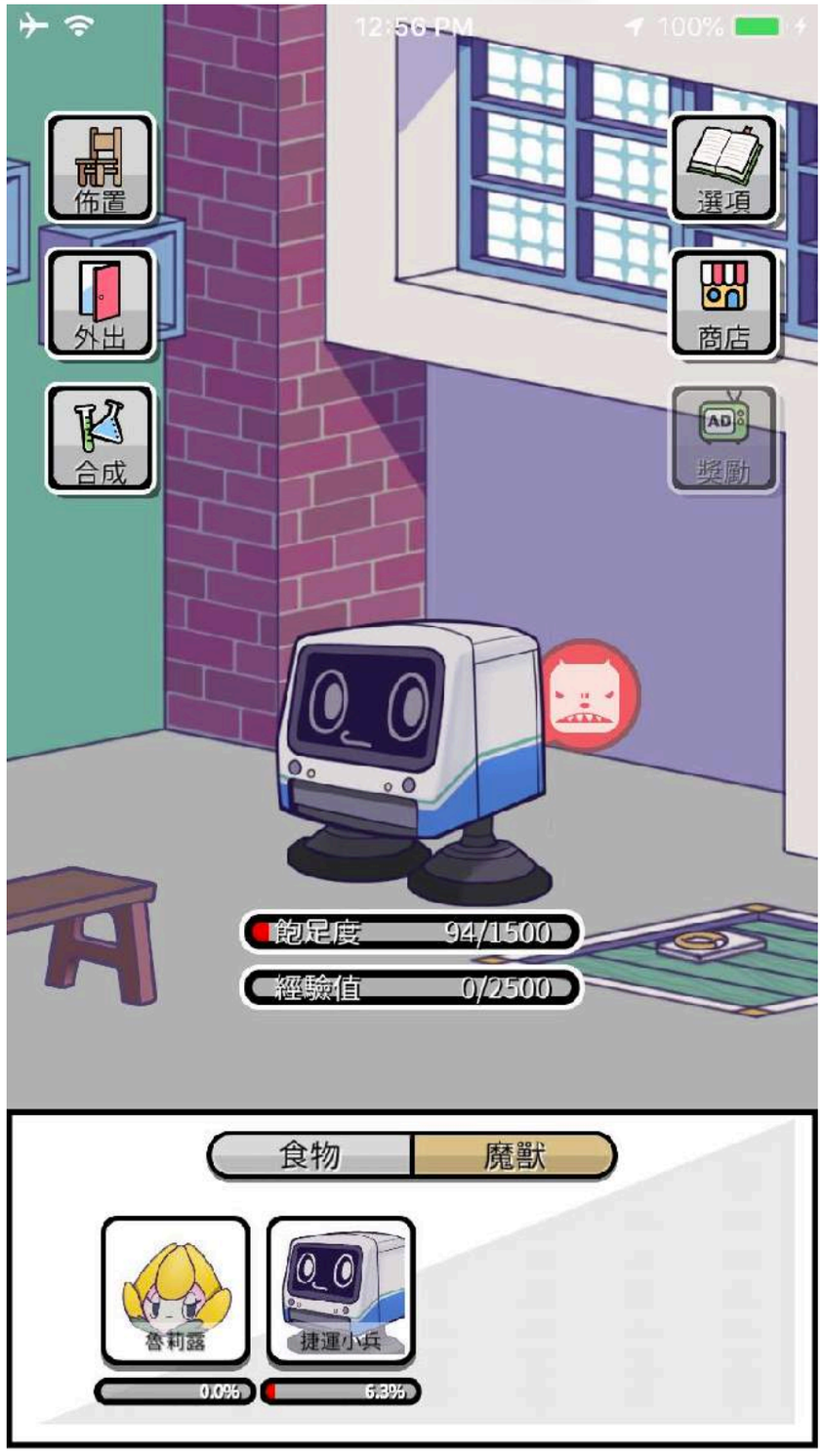
高雄捷運
KAOHSIUNG Metro
KEEP MOVING

高雄市輪船股份有限公司
Kaohsiung City Shipping Co., Ltd.

- Locations
- Events
- Special Tickets
- Marketing & Exposure
- Press Conference
- Limited Formonsters
- Limited Merchandises

Location-based Collectibles





- O2O (Online to Offline)
- collecting **local-featured** monsters & items

Game Map of Taipei & Kaohsiung

Tamagotchi & Alchemy

- increase player's sticktiness and replayability

Geo-based AR Monsters

- Evergreen Seed
- Cloak Bud
- Dancing Flower

Reference: Rhododendron of Yangmingshan

Geo-based AR Monsters

- Sleepy Tadpole
- Rainy Froggy
- Emerald Lord

Reference: Green Tree Frog of Taipei

Geo-based AR Monsters

- Spook Light Snake
- Mr. Sulfurnake
- Lantern Viper

Reference: Snake shop of Huaxi Nightmarket

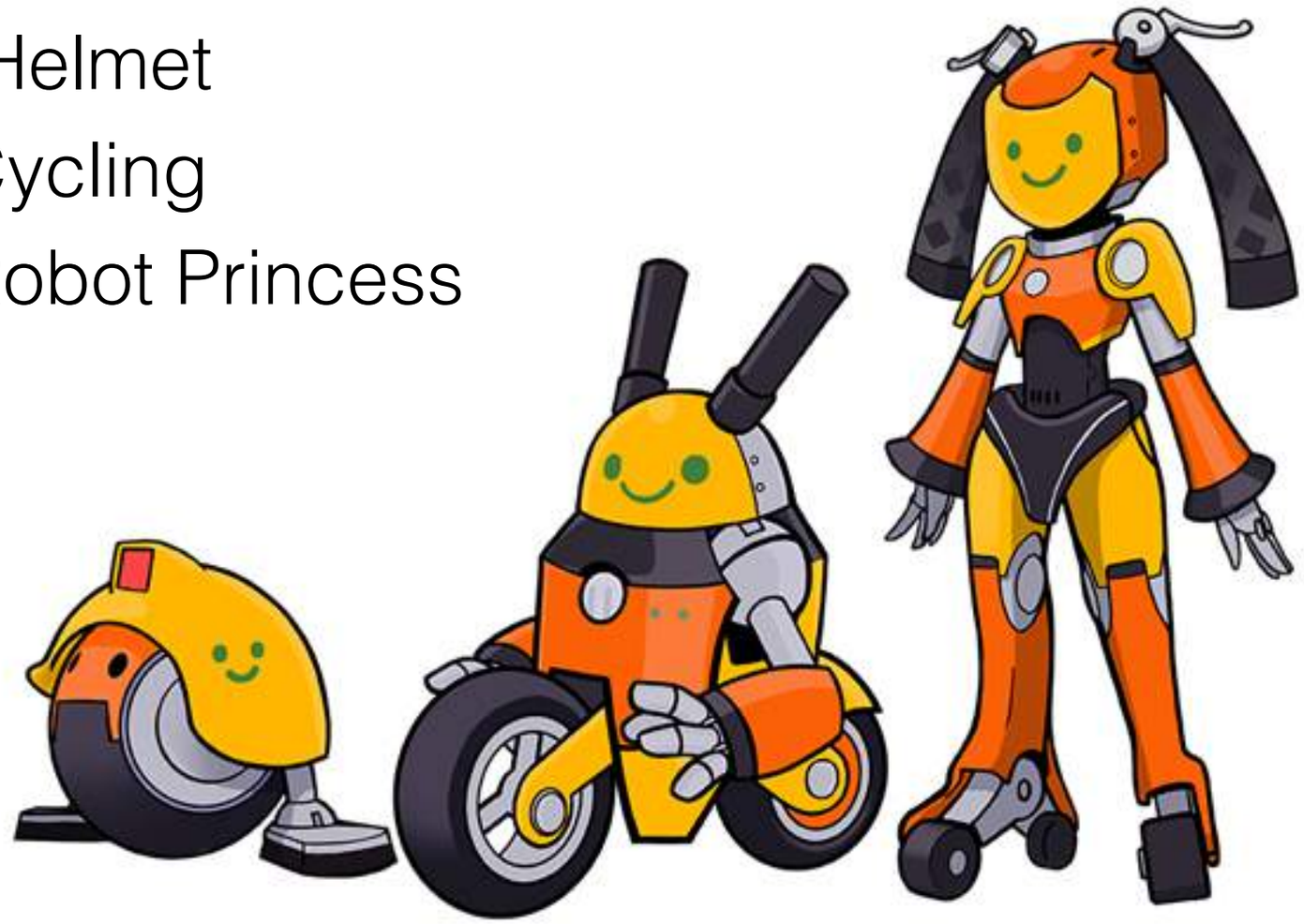
Geo-based AR Monsters

- Blacky
- Wild's Punch
- Chief Black

Reference: Formosan Dog (Temple)

Geo-based AR Monsters

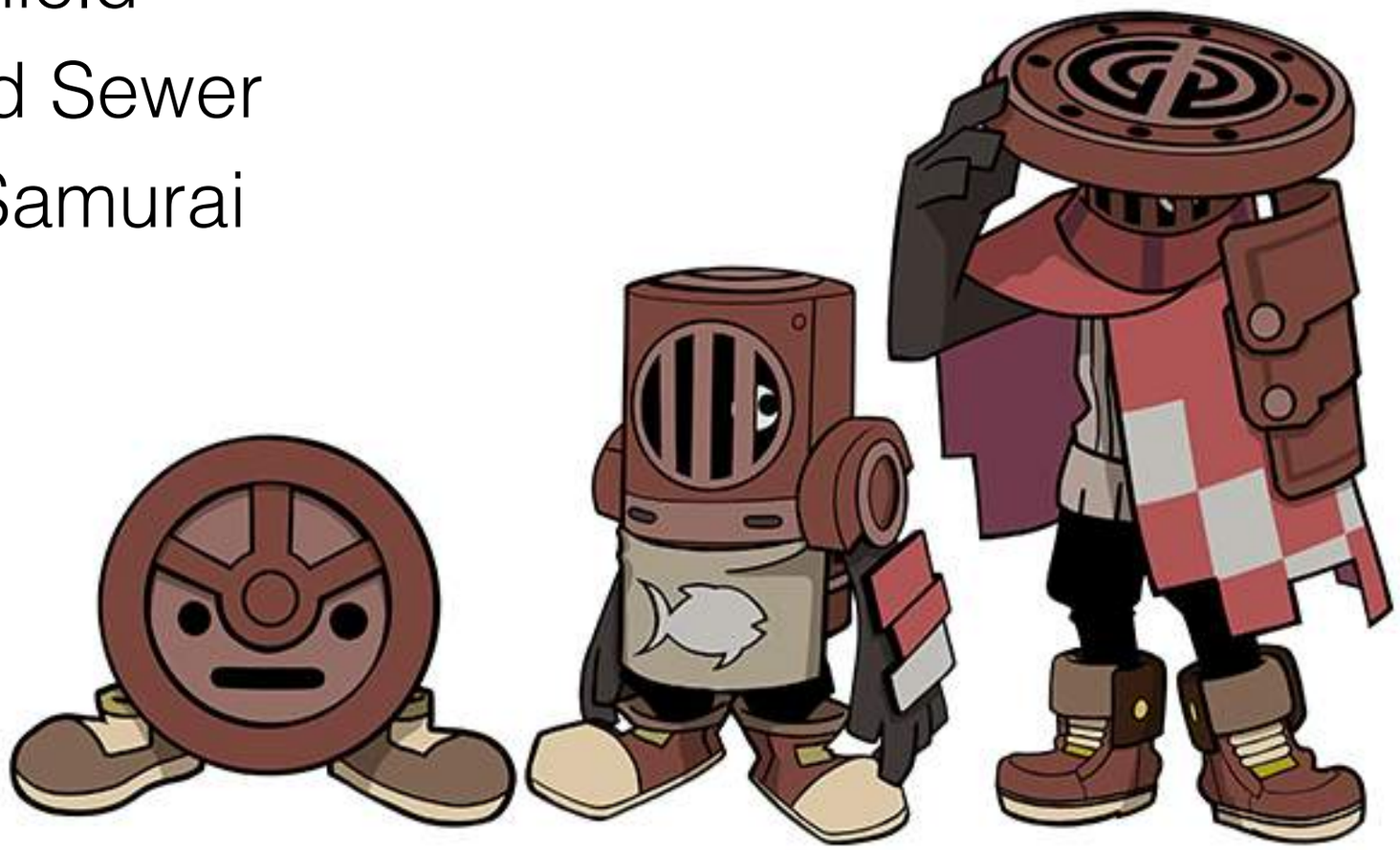
- Smiling Helmet
- Giggle Cycling
- Happy Robot Princess



Reference: U-bike

Geo-based AR Monsters

- Land Shield
- Armored Sewer
- Sewer Samurai



Reference: Sewer of Taipei City

Geo-based AR Monsters

- Trooper Metro
- Motorized Metro
- Fortress Metro

Reference: Taipei Metro

Biz Model

- B2B (85%+): **selling locations in game**
  - shopping districts / shopping malls
  - marketing agencies
  - tourism agencies
  - gov / public transportations

- B2C (15%): merch, ads, in-game purchase

- Customer base (Current)

Plan	Fee (USD$)	Customization	Maintenance	Customer Examples
Premium	$ 7,000+ / Yr	★★★★	1 Yr	CANAL CITY (Fukuoka, Japan) 高雄捷運 KAOHSIUNG Metro KEEP MOVING 大潤發 RT-MART (Taiwan)
Special	$ 1,200+ / Yr	★★	1 Yr	85 SKYCITY (Kaohsiung) 社團法人台北市 西門 徒步區 街區發展促進會 松山文創園區 Songshan Cultural and Creative Park 國立臺灣博物館 National Taiwan Museum (Taipei)
Promo	$ 1.99 / Day	★	Agreed Days	好玩 • 好逛 • 異想不到 TAROKO PARK 太魯閣草衙道 國立科學工藝博物館 NATIONAL SCIENCE AND TECHNOLOGY MUSEUM 漢神百貨 (Kaohsiung)
Instant	$ 0.99 / Day	☆	Agreed Days	光點華山 (Taipei) SHOUSHAN ZOO (Kaohsiung)

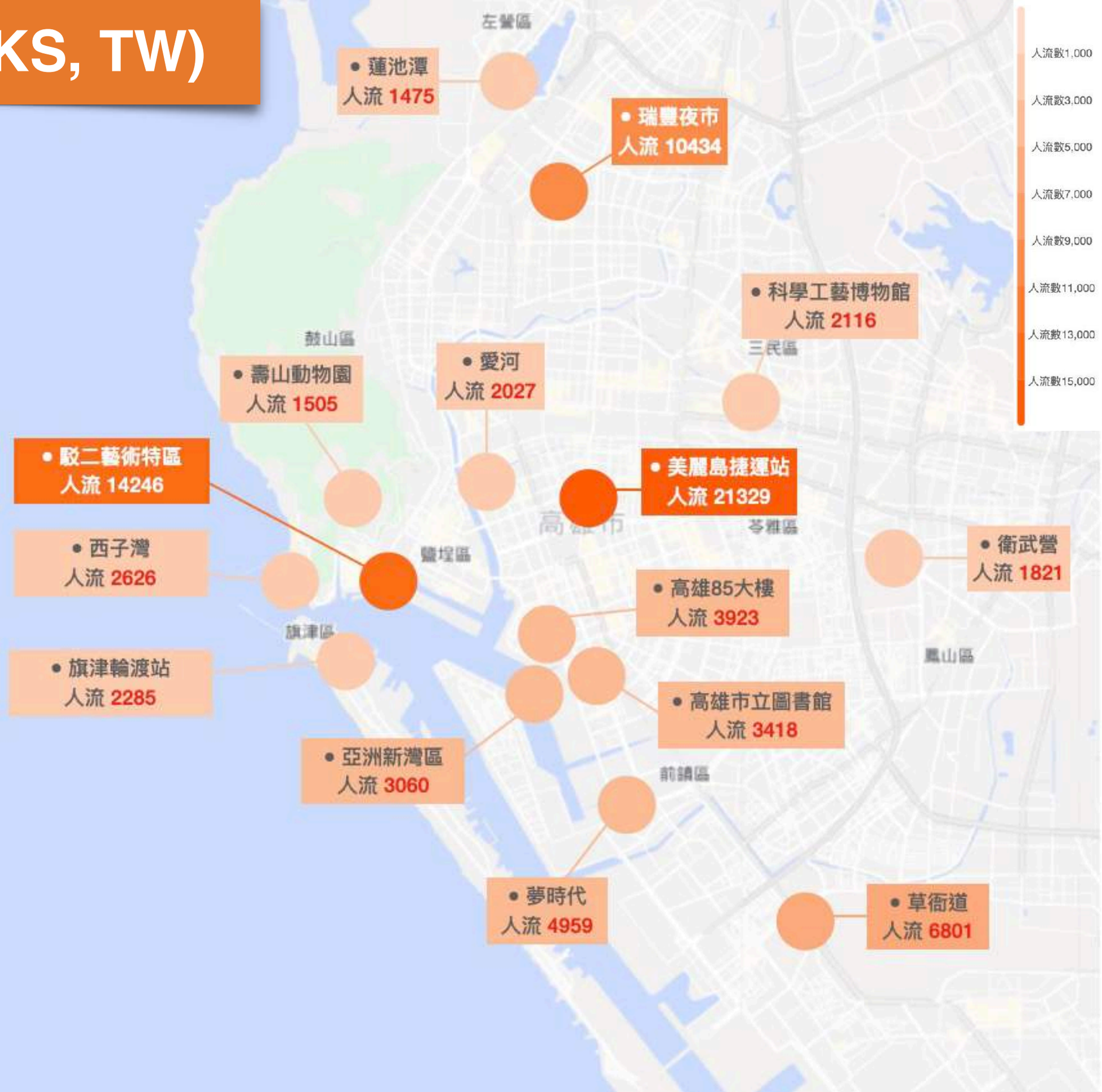
Tractions (KS, TW)

Jun - Aug tractions

景點(中文)	6月	7月	8月
蓮池潭	97	485	893
壽山動物園	91	517	897
衛武營	145	600	1076
愛河	153	705	1169
科工館	159	634	1323
旗津	137	682	1466
西子灣	202	916	1508
亞洲新灣區	209	1031	1820
高雄市立圖書館	261	1268	1889
85大樓	305	1398	2220
夢時代	352	1632	2975
草衙道	442	2322	4037
瑞豐夜市	820	4133	5481
駁二	928	5103	8215
美麗島捷運站	1563	7287	12479
景點總人流	82025		

Jun - Aug tractions

景點(中文)	6~8月總人流數
蓮池潭	1475
壽山動物園	1505
衛武營	1821
愛河	2027
科工館	2116
旗津	2285
西子灣	2626
亞洲新灣區	3060
高雄市立圖書館	3418
85大樓	3923
夢時代	4959
草衙道	6801
瑞豐夜市	10434
駁二	14246
美麗島捷運站	21329
景點總人流	82025



PARTNERS

- Clients from New York (US), Taiwan and Japan.
- Partnered with Gov, Metro/Subway, Shopping Malls, and Museums.

高雄捷運 KAOHSIUNG Metro KEEP MOVING

高雄市政府觀光局 Kaohsiung

85 SKYCITY

國立科學工藝博物館 NATIONAL SCIENCE AND TECHNOLOGY MUSEUM

好玩 • 好逛 • 異想不到 TAROKO PARK 大魯閣草衙道

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光點華山

閱樂 YUE YUE & Co.

大潤發 RT-MART

CANAL CITY

FUKUOKA STARTUP SELECTION

AWARDS

UK TRADE & INVESTMENT
SIRIUS

ACCELERATOR BOOTCAMP
Squad 1

FUKUOKA STARTUP SELECTION

innovating incubation
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Taiwan Innovation Entrepreneurship Center

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Meet
By Startups. For Startups.

2017 TAIPEI GAME SHOW 台北國際電玩展

TechOrange 科技報橘

MONOLOG.

INSIDE

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Allen Yu, CEO

Award-Winning Game Designer
5+ Yr Int'l Business

igda Japan chapter
TOKYO GAME SHOW 2015
NYU

Yu-Yi Chen, CDO

Award-Winning Museum Artist
3+ Yr Designer

國立台灣美術館 National Taiwan Museum of Fine Arts.
PARSONS

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6+ Yr Programmer
Web Developer

PARSONS
National Taiwan University

Wynn Chen, Game Dev

3+ Yr Game Dev.
Columnist of Game Magazine

XPEC
NYU

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