**HKJC Priority-Virtual carnival Showcase Description**

The Hong Kong Jockey Club is responsible for providing horse racing, sports and betting entertainment, and is one of the largest horse racing organizations in the world. The brand appointed the View-in team to design and develop the Virtual Carnival 2022, which features AR photos, mini-games and movies for customers to experience. Gift certificates can be redeemed after a successful game challenge. The project successfully helped to build brand image and increase interaction with customers.

香港賽馬會負責提供賽馬運動、體育運動及博彩娛樂，為全球規模最大的賽馬機構之一。品牌任命View-in團隊設計及開發「優越 」線上遊樂園 2022虛擬世界，當中有AR拍照、小遊戲和電影供客戶體驗娛樂，遊戲挑戰成功後可以換領禮券。此項目成功幫助品牌建立形象，增加與客戶的互動。

DESIGN PRODUCTION

USER INTERFACE

GRAPHIC AND ANIMATION

AR APPLICATION

DIGITAL PROGRAMMING

https://www.youtube.com/watch?v=nxMD3\_yewnc&t=2s