**MARATHON SPORTS showcase description**

Marathon is one of the largest and most popular sports chain stores in Hong Kong. Brand appoints View-in team to develop in-app AR mobile game in 2022. Customers can enjoy the AR game by finishing the tasks in the store, which helps to build engagement between customers and the brand.

馬拉松為香港最大型及最受歡迎的運動用品連鎖店之一。於2022年，任命View-in開發手機應用程式内的AR遊戲——馬拉松「賞」運動2022，設計具互動元素的AR遊戲供客戶到店内參與，並能即使獲得獎賞，從而刺激人流和鼓勵消費。

MARATHON SPORTS

AUGMENTED REALITY GAME DEVELOPMENT

DESIGN PRODUCTION

USER INTERFACE PRODUCTION

CONTENT PRODUCTION

https://www.youtube.com/watch?v=viJxf3-7cBc