**Urban Renewal Authority CNY Showcase Description**

Urban Renewal Authority (URA) is a quasi-governmental statutory body in Hong Kong responsible for accelerating urban redevelopment. In 2021, View-in team is assigned to develop a CNY Web AR Game. In the game, player can experience photo taking with augmented reality and face recognition technology and select 3D stickers to decorate the photo. They can also share the photo to social media. Not only bringing the festive mood, this game also promotes a positive social image of the organization.

市區重建局是香港專門負責處理樓宇重建及復修的法定機構。View-in團隊於2021年為機構設計新春網頁AR遊戲，玩家在遊戲中以面部識別及AR技術拍攝相片，並選擇喜歡的3D貼圖裝飾相片，更可以分享相片至社交媒體。遊戲除了增添節日氣氛，亦宣傳了機構的正面公眾形象。

Urban Renewal Authority

AUGMENTED REALITY GAME DEVELOPMENT

FACE RECOGNITION TECHNOLOGY

DESIGN & ANIMATION PRODUCTION

USER INTERFACE PRODUCTION

WEB HTML DEVELOPMENT

<https://www.youtube.com/watch?v=X256_hQ-ewU>