



Singapore
TOURISM
BOARD



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Augmented Reality (AR)
Inspirations Library

ATTRACTIONS

INTRODUCTION

Hello! If you are browsing this library, you may be looking for inspirations of how to apply Augmented Reality (AR) to make your experiences more immersive for visitors.

The Augmented Reality (AR) Inspirations Library is contextualised to the Singapore tourism sector, focusing on Tours & Precincts, Attractions, Hotels and Retail. Use the ideas here to get started on how to build a real use case for your business.

The Singapore Tourism Board also provides free-to-use 3D models within the Tourism Information Hub (TIH) which tourism companies can download and use for your applications. Visit: <https://tih.stb.gov.sg>.

These are among the many resources provided by Tcube, a hybrid innovation space that brings STB's digital initiatives, resources and thought leadership content onto a single platform to support tourism sector's digital transformation.

Check out more resources provided by Tcube at <https://go.gov.sg/tcube>.

ABOUT

These are various Augmented Reality experience ideas that an Attraction could adopt to boost visitorship or sales. Each of these categories can be implemented together or separately.



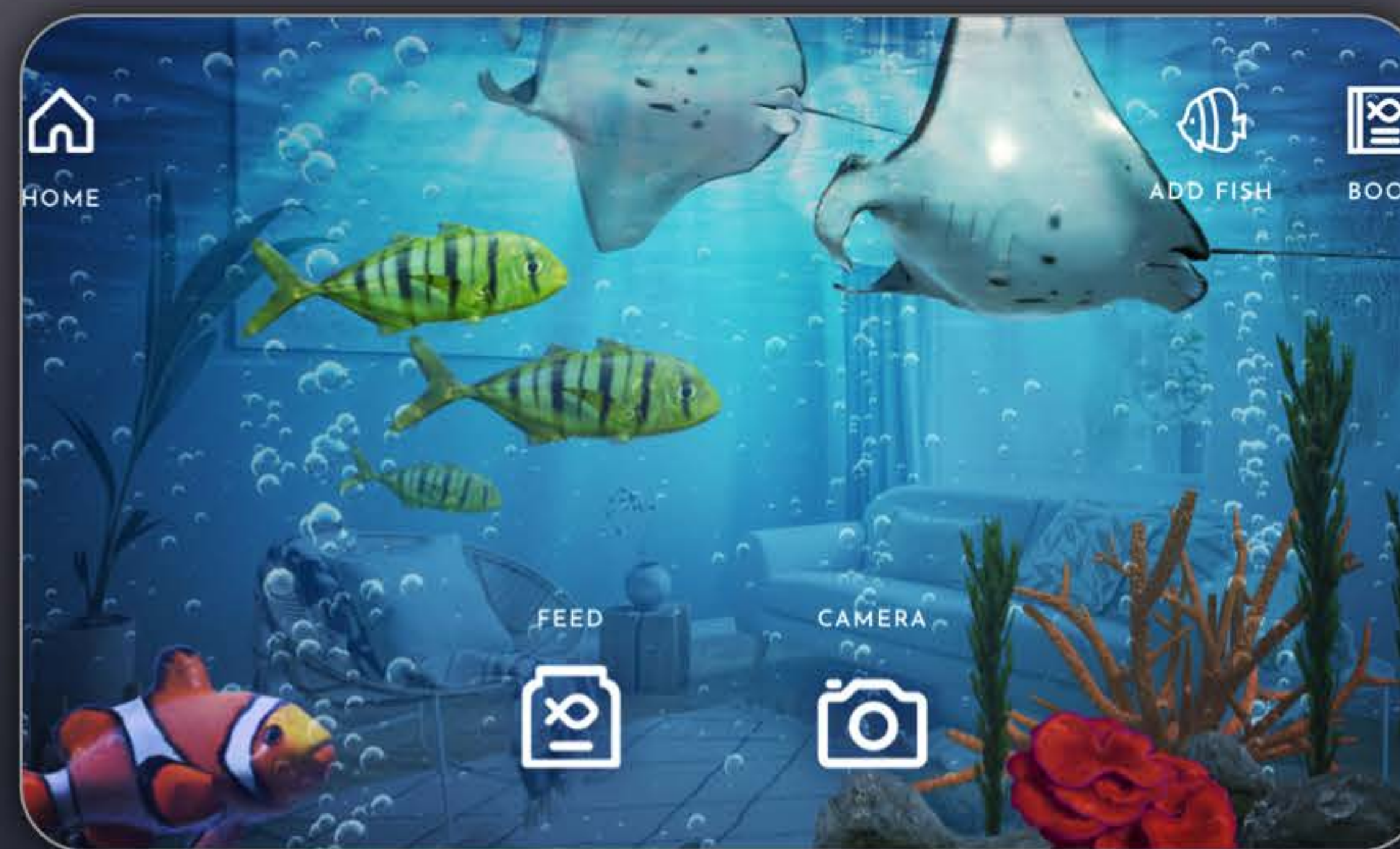
COLLECTIBLES



PORTALS



BLOCKBUSTER



BESPOKE GAMES

COLLECTIBLES

Singapore Zoo



Scan the QR code to download the game or load the web app

The tigers are running around the Singapore Zoo! Can you find all the tigers and bring them back?



COLLECTIBLES

Businesses may decide on a simple gamification feature to encourage visitors to explore an attraction. It may be a campaign to introduce a new exhibit within the attraction.

COLLECTIBLES



Collect different tigers in Singapore Zoo to redeem a prize!



0/6 to Prize!



COLLECTIBLES

Visitors will have to walk around and gather the various collectibles to complete the experience.

COLLECTIBLES - MESSAGE

About the Malayan Tiger

The Malayan tiger used to roam the forests of Singapore. Mercilessly poached to satisfy the insatiable demand for tiger parts, they are being hunted to extinction.



The IUCN Status

CR- Critically Endangered

At extremely high risk of extinction in the wild

DRIVE GREATER AWARENESS OF YOUR PRODUCT OFFERING

As part of the gamification, visitors will uncover interesting nuggets of information which they would otherwise have not chanced upon.

COLLECTIBLES + TABLE TOP



Souvenirs may take the form of postcards, figurines, etc.

ALLOW VISITORS TO TAKE HOME AR SOUVENIRS

Let visitors take home a piece of their experience and view AR Collectibles anywhere, in full size or in miniature on tabletops.

COLLECTIBLES + SOUVENIRS



MONETIZING MERCHANDISE WITH AR

Businesses can use AR Collectibles as a method of creating interest in the attraction's physical merchandise and drive purchases at the souvenir store.

PORTALS

STEP THROUGH
TO DISCOVER A
DIFFERENT
WORLD

Supertree
Observatory

A visitor has to tap or
physically step forward to
enter the portal.



PORTALS

Enhance your attraction's storytelling by opening "portals" to other dimensions. By stepping through a portal, visitors will be able to experience a whole new world.

PORTALS



Please help me find all the eggs in the portal!

The gameplay may centre on a storyline or be merged with a scavenger hunt for collectibles.



PORTALS

For example, the attraction may choose to run an Easter campaign, which includes an activity for visitors to uncover Easter eggs through portals.

PORTALS

You found me!
Here's something
small from me to you!



Scan the QR code to launch
the experience.



Rare sighting
You found Marina!

GET REWARD

EASTER EGGS CHALLENGE

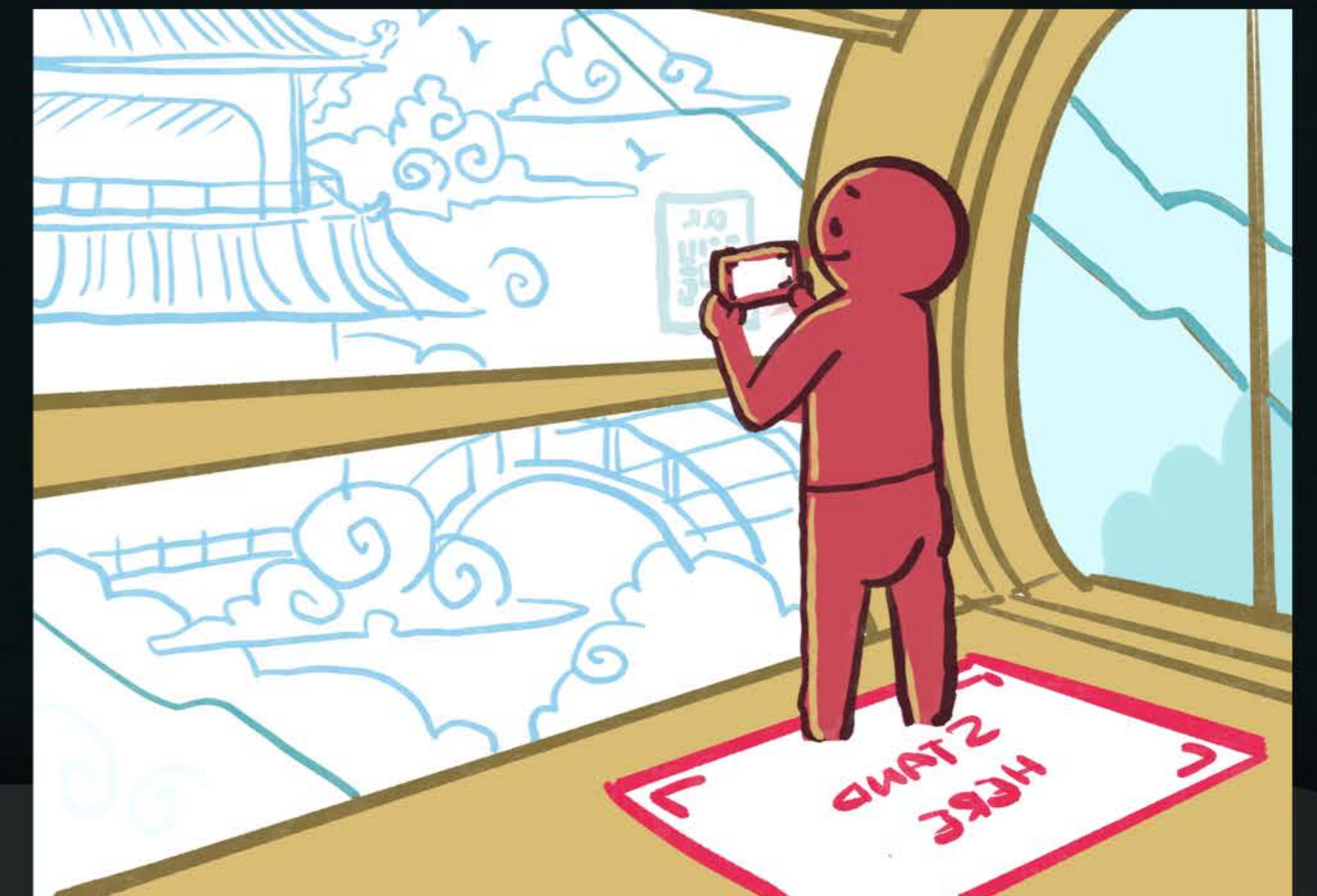
Spend can be encouraged by having Easter eggs hidden in gated parts of the attraction, driving exploration of less-frequently visited parts of the attraction.

BLOCKBUSTER



The 3D model illustrated here can be found in the [Tourism Information Hub \(TIH\)](#).

Looking out of a window within a capsule of the Singapore Flyer, a visitor may experience something new and unexpected.



BLOCKBUSTER

AR can be used to bring panoramic experiences to life.

BLOCKBUSTER



A strong narrative and large scale AR (e.g. mythical creatures) are vital to creating an AR blockbuster experience.

BLOCKBUSTER

Businesses could launch the AR blockbuster experience as a time-limited event or show which serves as a purpose of visit for customers. It could also be staged at low-peak timings in order to draw more crowds. AR experiences can be a replacement for the hardware-intensive lightshows.

BESPOKE EXPERIENCES

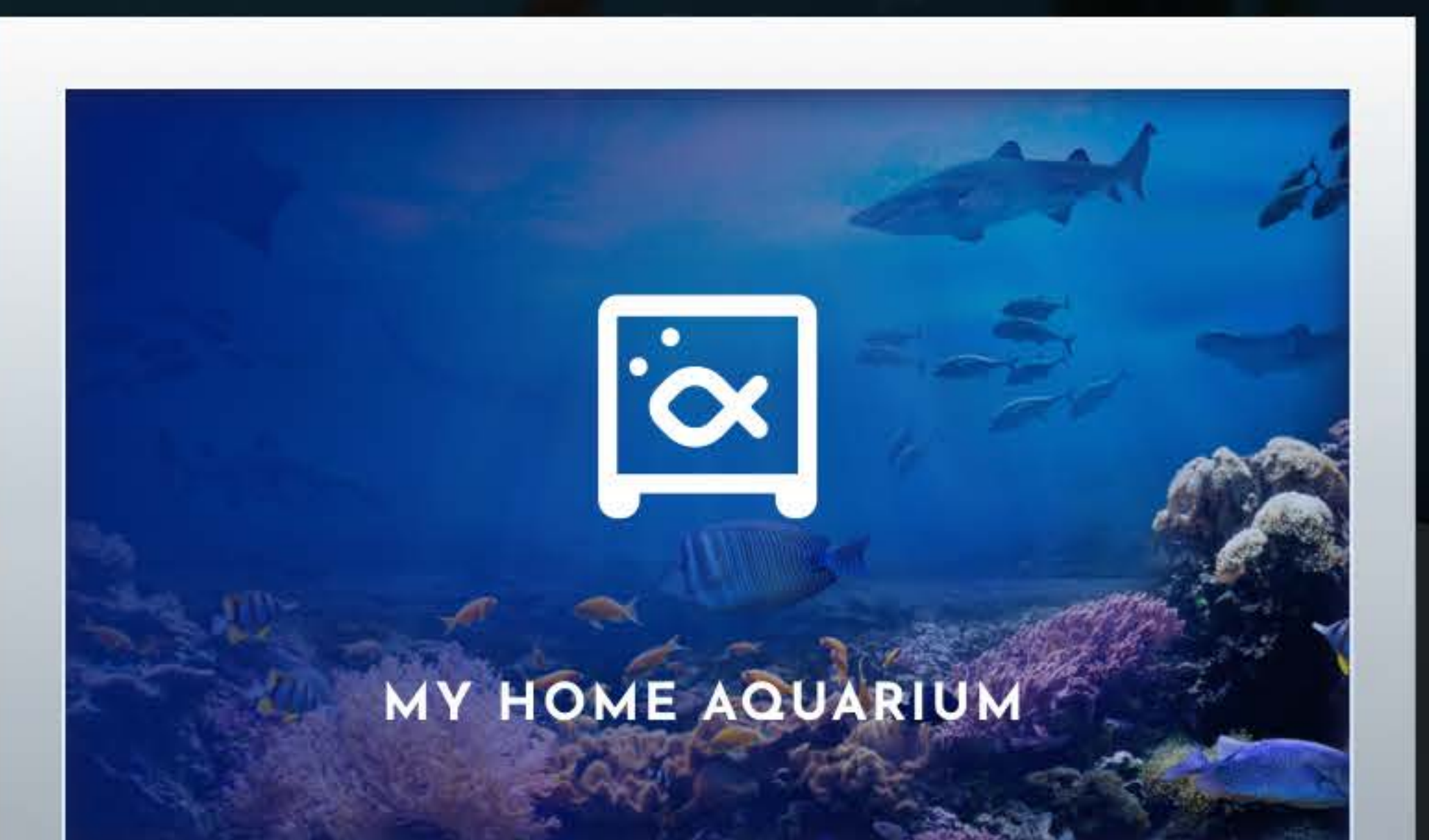


ADD FISH



BOOK

As part of the Home Aquarium mode, visitors can view the S.E.A. Aquarium in the comfort of their own home.



Collect and make your own marine habitat in your room

BESPOKE EXPERIENCES

This example is a prototype developed by the S.E.A Aquarium. This game was built by STB's inhouse AR team to promote AR in the attraction space.

BESPOKE EXPERIENCES



Scan the QR code to download the game

SAND TIGER SHARK

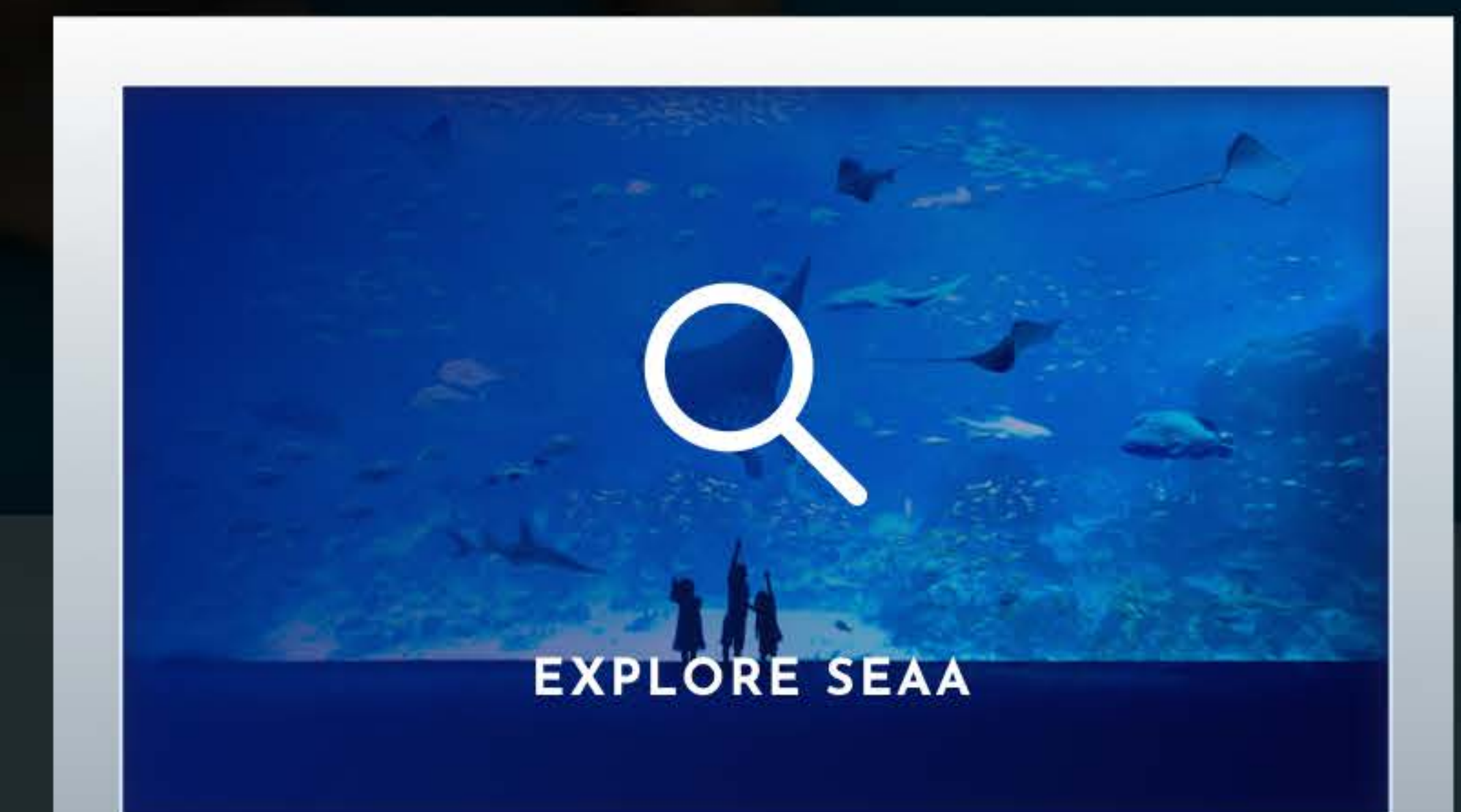
Add Fish to Collection



BESPOKE EXPERIENCES

With banners stationed around the attraction, visitors are to scan QR codes, collecting fishes while being made aware of the conservation details.

Visitors are required to visit the S.E.A. Aquarium to download the app and explore.



Explore the S.E.A. Aquarium and collect marine animals

TECH CONSIDERATIONS

We would like to share some quick tips to take note of.

Web for Simple, App for Complex

While it is getting easier and easier to view AR through web, it can be advantageous to deliver your AR experience through an app for more engaging AR and to retain your customer.

Use Good Lighting & Non-Reflective Surfaces

Lighting of the environment will affect the AR tracking stability. Lighting conditions cannot be too dark. Reflective floor or environment will affect AR tracking stability.

Check for Device Dependency

AR experiences can be launched by scanning a QR code, scanning a flat plane (e.g. floor, tabletop), scanning an image, or even scanning the environment in front of you. As these range in complexity, you should always check with your AR provider whether older phone models are able to launch the experience you desire.

3D Asset Weight

3D Object and animation need to be lightweight, optimised so that users will not have to wait a long time for the AR experience to load.

The logo for the Singapore Tourism Board, featuring the word "Singapore" in a white script font and "TOURISM BOARD" in a white sans-serif font, all contained within a teal rounded rectangle with a white border.

Singapore
TOURISM
BOARD

A large, stylized red logo consisting of the letters "S" and "G" inside a red circle, positioned in the top right corner of the image.

SG

We hope that helped you with AR ideations for Attractions!

We welcome you to share your story, feedback and content topics you would like us to cover.

Please fill in the Tcube form for us to better understand your needs: <https://go.gov.sg/tcubecommunity>