

Date: 25th January 2021

Penang Global Tourism

State Tourism Board
No.8-B (First Floor), The Whiteways Arcade.
Lebuh Pantai, George Town,
10300 Penang

Attn: Mr Darren Ng
Manager - Tourism Services

Re : Welcome to Penang VR

We are very pleased to have the opportunity to introduce to you **Welcome to Penang VR** as part of the state's initiative to align Smart Tourism for the Penang Digital Transformation master Plan.

This is an essential tool to promote Penang in an interactive and safe way as a travelling destination in the international Market. This will augment the both the tourist experience as well as enhance positive branding for the state. In short, to be a first-choice travel destination.

This is a platform for VR-Penang Journey Planner, e-Penang Guide, and Tourism Technologies

Fresnel Media Sdn Bhd is the Main Contractor and Trusted Partner of Google Street View and has the necessary expertise and experience in producing VR and Interactive Multimedia Content. We have presently **131,700,000** accumulated views to our credit and have produced **23,611** 360 VR.

Fresnel Media Sdn Bhd has offered an Interactive Design Concept Transformative Solution that is proprietary with Infrastructure Content Creation, Dynamic Information Overlay System and Mobile Application and is thus the only solution provider in eight countries namely Malaysia, Cambodia, India, Canada, Vietnam, Taiwan, South Africa, and Singapore.

Our Proposal for PGT will cover these 4 area:

Content: Google Street View

- Hawkeye, 80 Aerial Views from Georgetown
- See Inside, 400 Tourist Attractions
- Location Verification/Rectification
- Software: Dynamic Information Overlay System
- Mobile Application

I would also like to mention that our proposal for **Welcome to Penang VR** including The Idea, Implementation, Research, and Design are the intellectual property of Fresnel Media Sdn Bhd and specifically designed for this project.



FRESNEL MEDIA SDN BHD
(1068660 - V)
Google Street View Trusted Agency

SST No: W10-1808-32001844
32-01 Oval Damansara, 685, Jalan Damansara,
Taman Tun Dr Ismail, 60000 Kuala Lumpur
Phone: +60 (3) 77 31 50 00
Email: streetview@fresnel.com.my
Website: www.fresnel.com.my

Rectification of Location & Direction

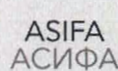
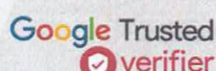
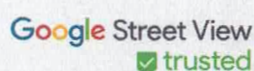
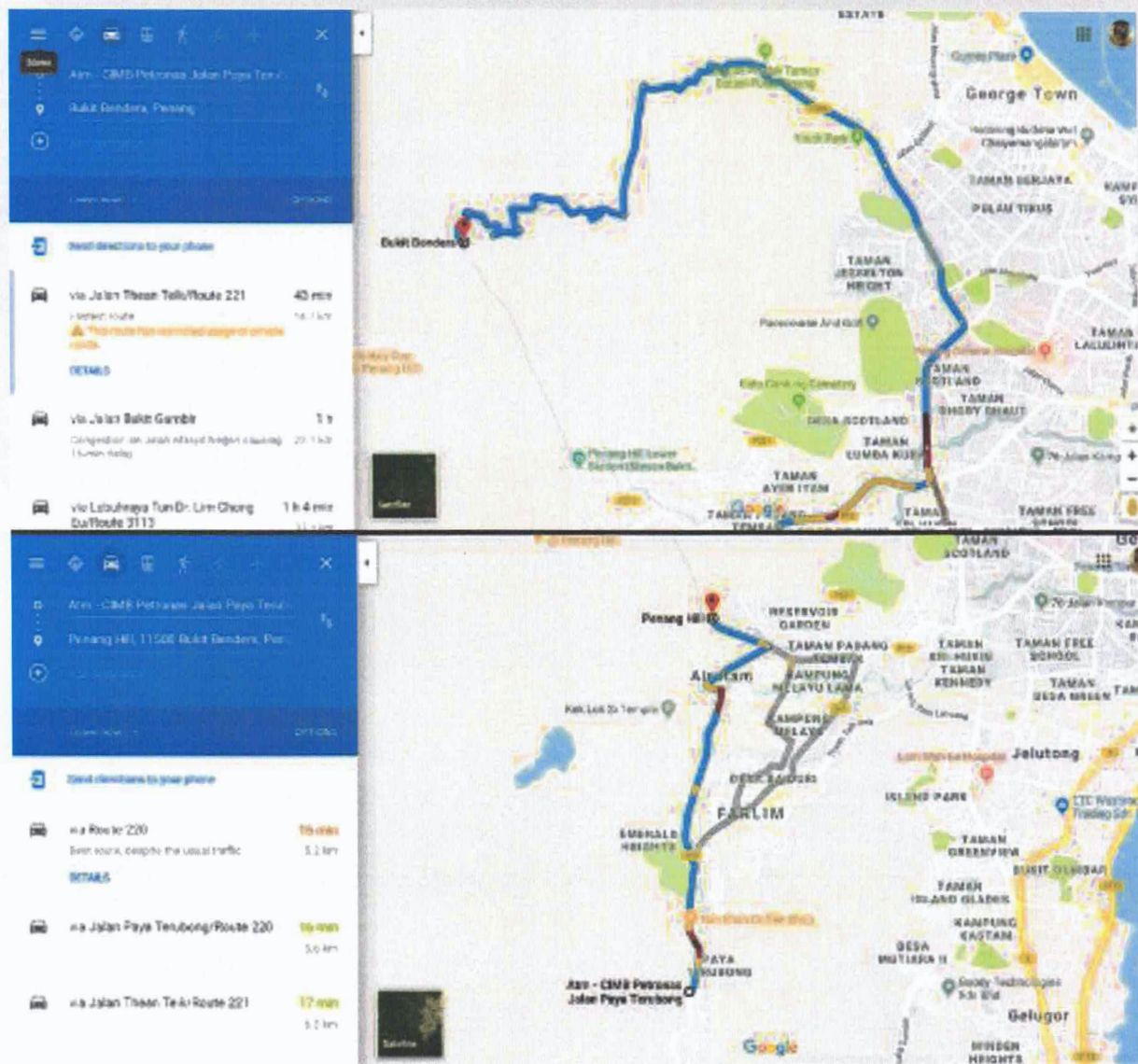
Fresnel Media has the authority to administer rectification and verification for businesses.

In this case, we assisted PGT to realign the direction and location to the Penang Hill lower station.

In the first image, the direction to Penang hill is the private road that snakes its way up. This route is meant to be used only by the residents and service vendors. It is not for public.

The second image shows the new location point at the Lower Station where tourists can board the Tram directly to the top of the hill.

The result is better service to the Penang Hill visitors.



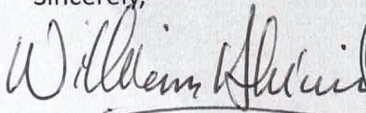
Through the Google Street View platform as well as our expertise, we are able to provide and develop VR Content for both corporate and institutional clients. It is especially important to note that since the pandemic has begun, we have had an unprecedented percentage increase in our production for VR content.

We have received many positive feedbacks from our clients as they are now able to leverage their businesses more effectively, be more relevant and stay in the game.

Please see attached our full proposal and official quotation for your perusal and attention. We look forward to working with you.

Thank you and stay safe.

Sincerely,



William Robert Alvisse
Client Development Head

