



EXPLORE 360° PENANG

VIRTUAL TOUR CAMPAIGN PROPOSAL

Entice travelers before they visit the Pearl of the Orient

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TABLE OF CONTENTS



1

ABOUT LOKALOCAL

- Our Story
- Our Portfolio
- Our Projects
- How We Are Different
- Our Team

2

PROJECT DETAILS

- Approach
- Locations
- Implementation & Timeline
- Moving Forward

3

PROJECT COSTING

- Budget
- Maintenance

4

ADDITIONAL INFORMATION

- Comparison chart

1 ABOUT LOKALOCAL | OUR STORY



LokaLocal VR is a technology platform that uses virtual reality, 360° videos and visual storytelling to help businesses create immersive content.

We started in 2016 as a marketplace, and soon diversified into Virtual Reality in 2020. Our innovative marketing solutions effectively promote destinations, activities and spaces across multiple platforms, using high-quality storytelling features. Our portfolio includes property developments, townships, event spaces, retail spaces, tourist attractions, heritage sites and restaurants.

CERTIFICATION:

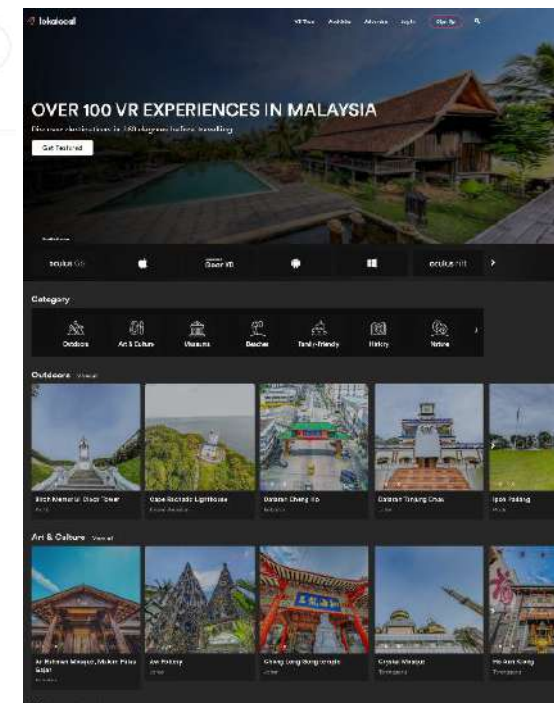
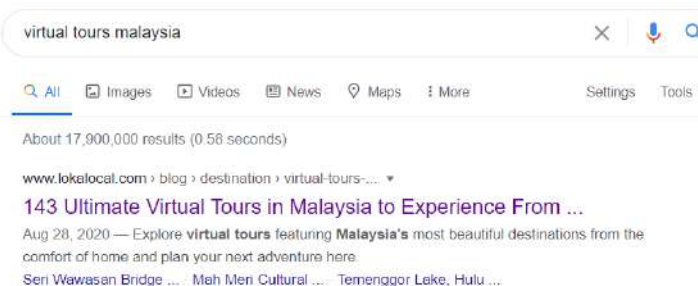
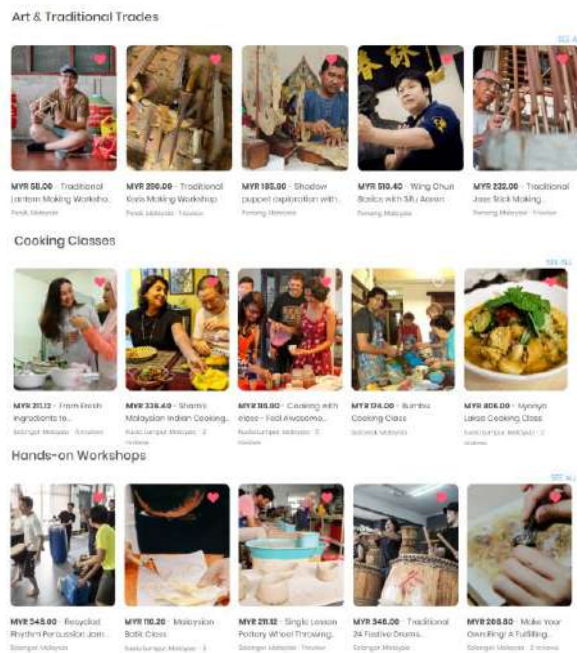


We can create professional panoramic imagery to be published on Google Maps, Google My Business, Google Search and other platforms. This boosts your online visibility, SEO, and local searches, which leads to more on-site visits.

AS FEATURED IN:



1 ABOUT LOKALOCAL | OUR STORY



Established as a marketplace to connect travellers to local experts

Started Virtual Reality Solutions division

Created > 150 virtual tours in 6 months
392K monthly site visits

Offer digitally rendered virtual tours & showrooms

Malaysia's largest VR tour streaming platform

2016

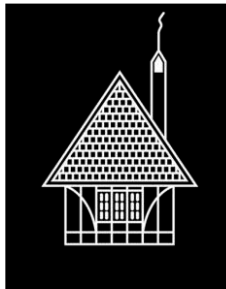
2020

2021

1 ABOUT US | OUR PORTFOLIO



HOTEL



TOWNSHIP



REAL ESTATE



SPACE RENTAL



FURNITURE



HEALTHCARE



RESTAURANT



BEREAVEMENT



TOURISM



1 ABOUT US | OUR PROJECTS



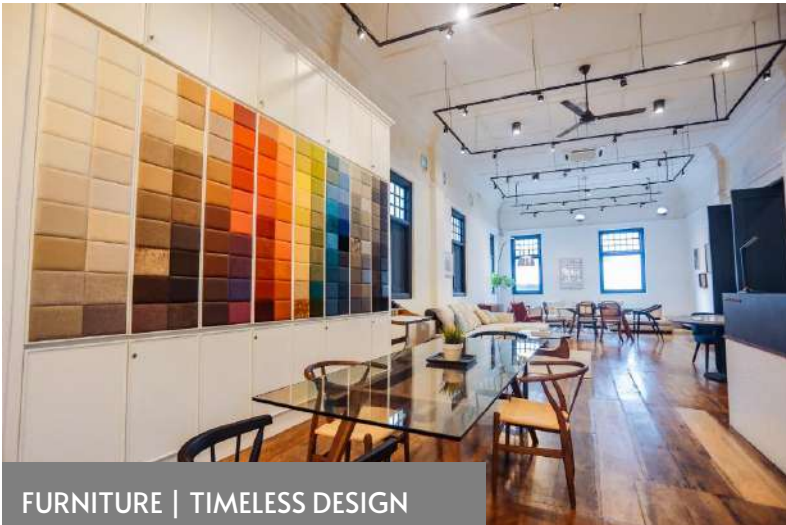
ATTRACTION | NATIONAL MOSQUE



3D RENDER | COOKHOUSE GMBB



TOWNSHIP | GAMUDA COVE



FURNITURE | TIMELESS DESIGN



RESTAURANT | JEFF'S CELLAR



HOTEL | FOUR POINTS KL

1

ABOUT US | OUR PROJECTS

lokalocal

A group of indigenous women, likely from the Mah Meri tribe, are standing in a courtyard. They are wearing traditional brown woven tops and long, flowing skirts made of dried palm leaves. Some are holding small woven baskets. In the background, there are traditional thatched-roof houses and a large wooden sculpture. The scene is set in a lush, green environment.

Helping the indigenous tribe promote their outreach to the world, especially university students from abroad.

- [Mah Meri Cultural Village](#)

1 ABOUT US | OUR PROJECTS

 **lokaloocal**

Assisting hotels with their marketing in the new norm.

- [Smokehouse Hotel Cameron Highlands](#)
- [Four Points by Sheraton Kuala Lumpur Chinatown](#)
- [The Edison Georgetown](#)

1 ABOUT US | OUR PROJECTS

lokalocal



Creating opportunities for Kuala Lumpur guides and promoting the Federal Territory. Link is password protected.

1

ABOUT US | OUR PROJECTS



Showcasing a national treasure and creating opportunities for mosque guides.

- National Mosque

1 ABOUT US | OUR PROJECTS



143 Ultimate Virtual Tours in Malaysia to Experience From Anywhere in the World

MALAYSIA / AUGUST 28, 2020

Malaysia is home to spectacular natural landscapes, charming towns, colourful cultural attractions and hidden gems even locals may not know about. That's where we come in!

Here is our collection of **143** interactive Virtual Tours featuring some of Malaysia's most beautiful destinations, so you can explore from the comfort of home and plan your next adventure here.

Day Summary 7 days 30 days Quarter Year All Time

Stats for August 31, 2020



Country

 Malaysia	 Hong Kong SAR China	 Israel	 Panama	 Denmark
 Singapore	 Thailand	 Sweden	 Portugal	 Nigeria
 Philippines	 Germany	 Switzerland	 Qatar	 Jordan
 Australia	 Canada	 American Samoa	 Egypt	 Bahrain
 United States	 Indonesia	 Sri Lanka	 France	 Bahamas
 United Kingdom	 Vietnam	 Brunei	 Norway	 Maldives
 India	 Croatia	 South Korea	 Bangladesh	 Chile
 Spain	 Colombia	 Belgium	 Cambodia	 Ecuador
 China	 Italy	 Pakistan	 United Arab Emirates	 Trinidad & Tobago
 Japan	 Brazil	 Saudi Arabia	 Nepal	

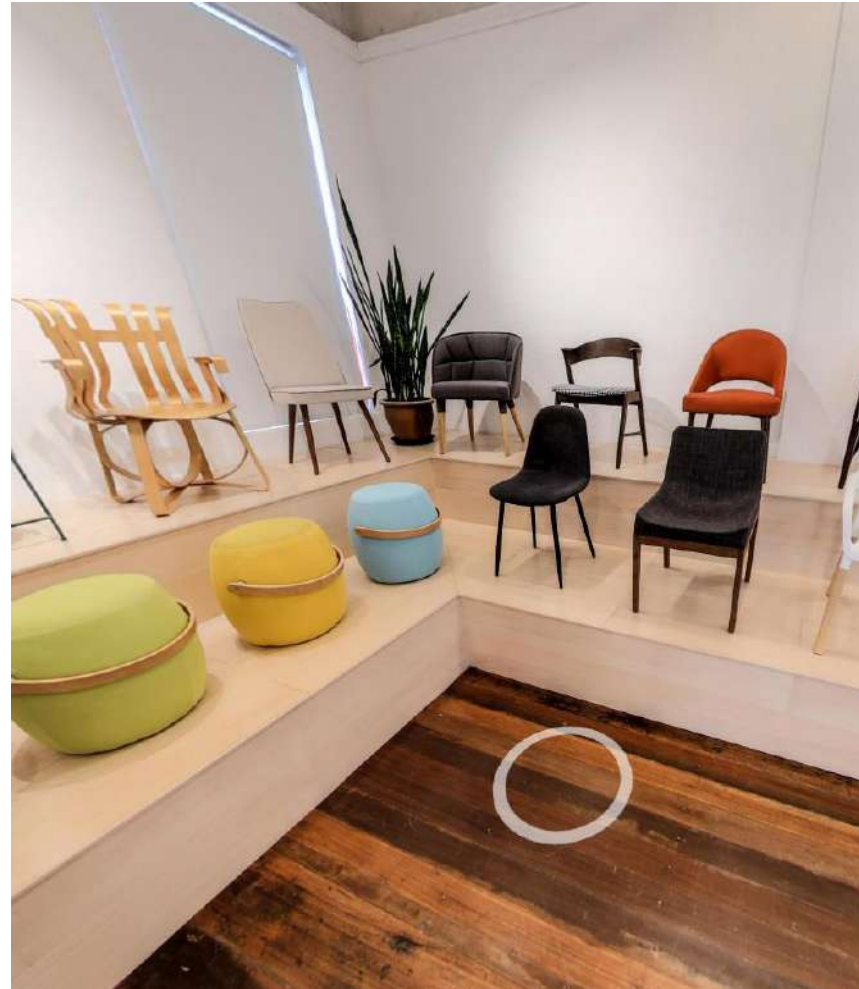
- Virtual tours across Malaysia
- Viewers from at least 49 countries and still growing
- 614 k organic viewers within 1 month
- [See full list](#)

1 ABOUT US | HOW WE ARE DIFFERENT: QUALITY



Supplier X

Compromised quality especially in dim lighting



LokaLocal

High quality & true-to-life, able to retouch, floating and fixed (no tripod cap)



Supplier Y

Unable to retouch or remove scanning equipment

1 ABOUT US | HOW WE ARE DIFFERENT: QUALITY



Supplier X
RD rendered quality



LokaLocal
Professional quality 3D virtual rooms, enabling
businesses which do not have physical spaces

1 ABOUT US | HOW WE ARE DIFFERENT: SPEED



MULTIRESOLUTION OPTIMISATION

- New Viewer Technology – adjust resolution according to location bandwidth
- Significantly improves loading times a lot and allows us to include bigger, higher-quality panoramas in your tours

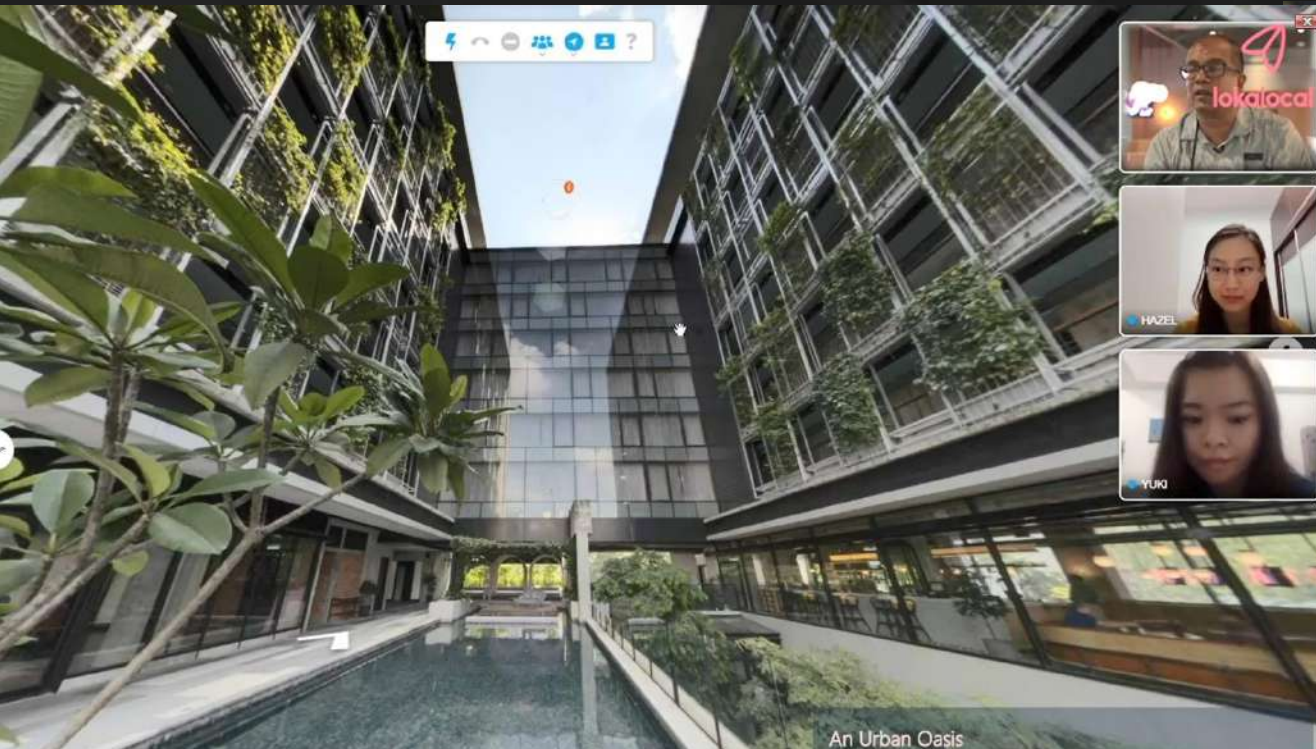
SMART COMPRESSION

- We can reduce the file size of your PNG / JPEG around 10% to 30% without compromising the quality

1 ABOUT US | HOW WE ARE DIFFERENT: INNOVATION



We constantly strive for innovation, offering additional features for VR such as:



Live Guided Tour: Able to host interactive guided tour with password protected service

Timelapse: Showcase day-to-night transition or interior light show

Animated Pano: Enable click to show animated person to share information

1 ABOUT US | HOW WE ARE DIFFERENT: INNOVATION



Compatible to all devices: PCs, Macs, Tablets, IOS, Android, VR devices (Oculus Go & Quest, Samsung Gear VR, VIVE, Daydream, Google Cardboard, VR BOX)



Ready to be shared on any website and social network. VR tour can be exported to Google Street View & Offline Player



Customization possibilities: Each tour can have own elements, skin, logos, contact, signage etc



Multi-language: Suitable for different audiences



3D features: 3D maps with floor plans and compass, external 3D content embed



Immersive audio, voiceover, text-to-speech, animated panorama

1 ABOUT US | OUR TEAM



We are a diverse, experienced team of technology and content professionals, with between 7 to 23 years of experience in our respective fields



CHIN Yoon Khen, CEO

13 years experience in project management and software engineering. COO of Mystartr. Project Manager at Dell. Founder of Canux Technology. Author of 'Traditional Trades of Penang'. BSc Information Technology at KDU.



Rachael LUM, Content & Marketing

9 years experience in content and digital marketing. Certified Digital Marketing Professional. Copywriter at Torquee Advertising. Publishing and journalism experience. BA English Literature at University of East Anglia, UK.



Desmon LATANDOS, Developer

13 years experience in UI/UX development. Production Head at PT Media Innity. Developer at RebelWorks, PT interactivehub and Envato.



Aziah AZHAR, Designer

11 years experience in graphic design and digital marketing. Previously in NB Travel, NIDA Rooms, Asia Plantation Capital and Sedunia Travel.

100 Virtual Tour Attractions in Penang

Deliverables

100 virtual tours of selected attractions across Penang, ranging from key landmarks to hidden gems

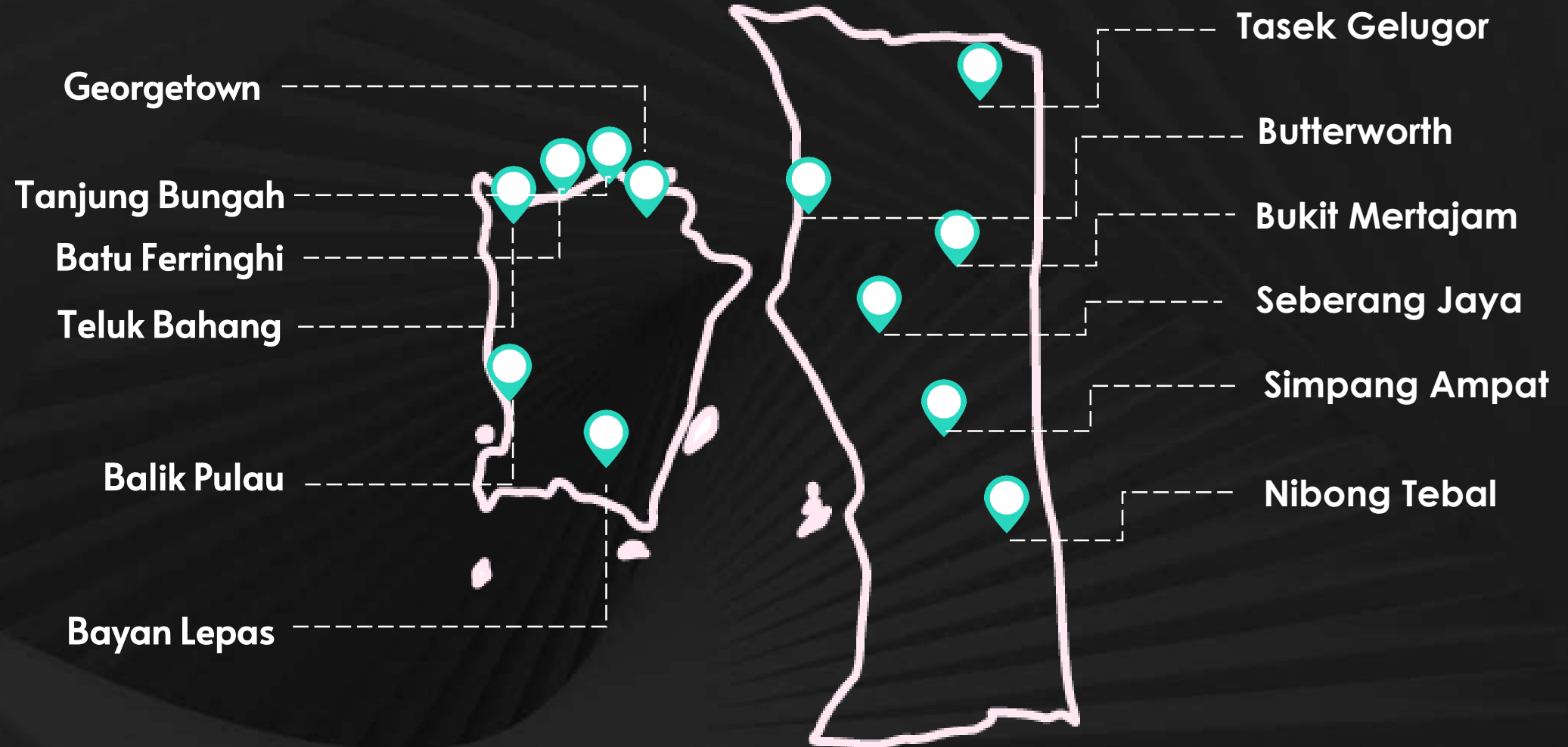
Objective

- To generate interest towards Penang among travellers in the new norm
- To position Penang as a future-forward, innovative state

Distribution

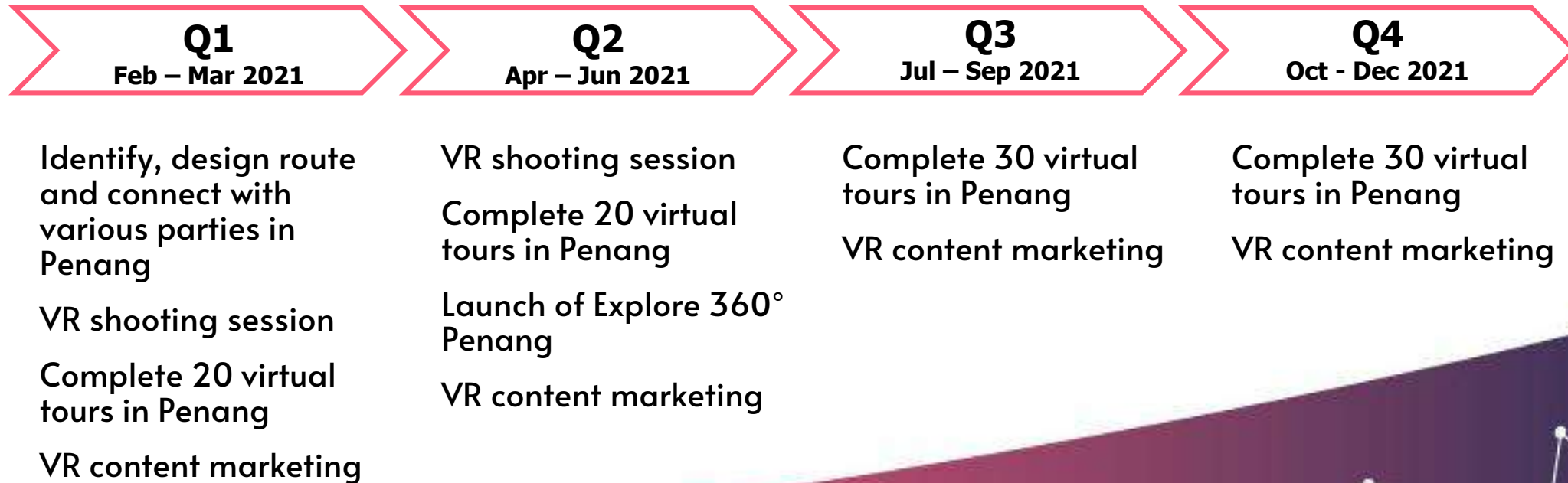
- Penang Global Tourism website
- LokaLocal landing page & content site
- Newsletter
- Social media
- Press release

2 PROJECT DETAILS | LOCATIONS



2 PROJECT DETAILS | IMPLEMENTATION & TIMELINE

6 team members, 12 months, 100 VR content in Penang



Allocated Resources:

VR Crew: 1 x Project Coordinator, 2 x Photographer, 1 x Content Manager, 1 x Designer, 1 x Programmer

2 PROJECT DETAILS | MOVING FORWARD

We aim to make full use of these content to help travel partners in the following ways:

VIRTUAL REALITY ADOPTION IN PENANG

We will assist hotels, museums and other travel players in Penang adopt VR during the new norm

Eg: Cheong Fatt Tze Museum, Campbell Hotel

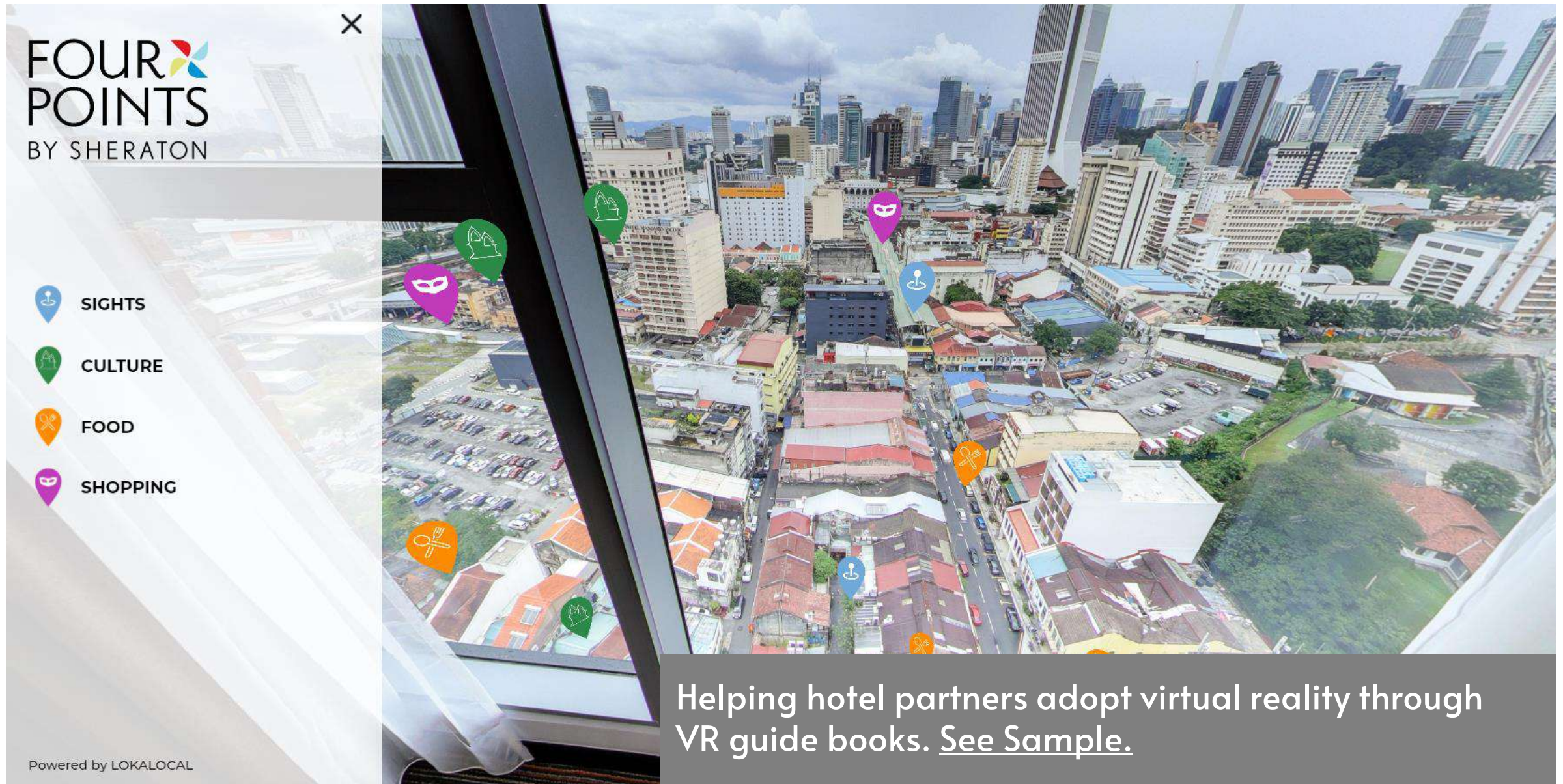
VIRTUAL TOUR CONTENT STORYTELLING

Engaging virtual tour listicles to combine Penang's fascinating attractions with powerful storytelling

VR TRAVEL GUIDE BOOKS

We aim to design more virtual reality guide books in Penang to empower hospitality industry players

2 PROJECT DETAILS | MOVING FORWARD



Helping hotel partners adopt virtual reality through VR guide books. See Sample.

3 PROJECT OUTLINE | MOVING FORWARD



THE CHOW KIT

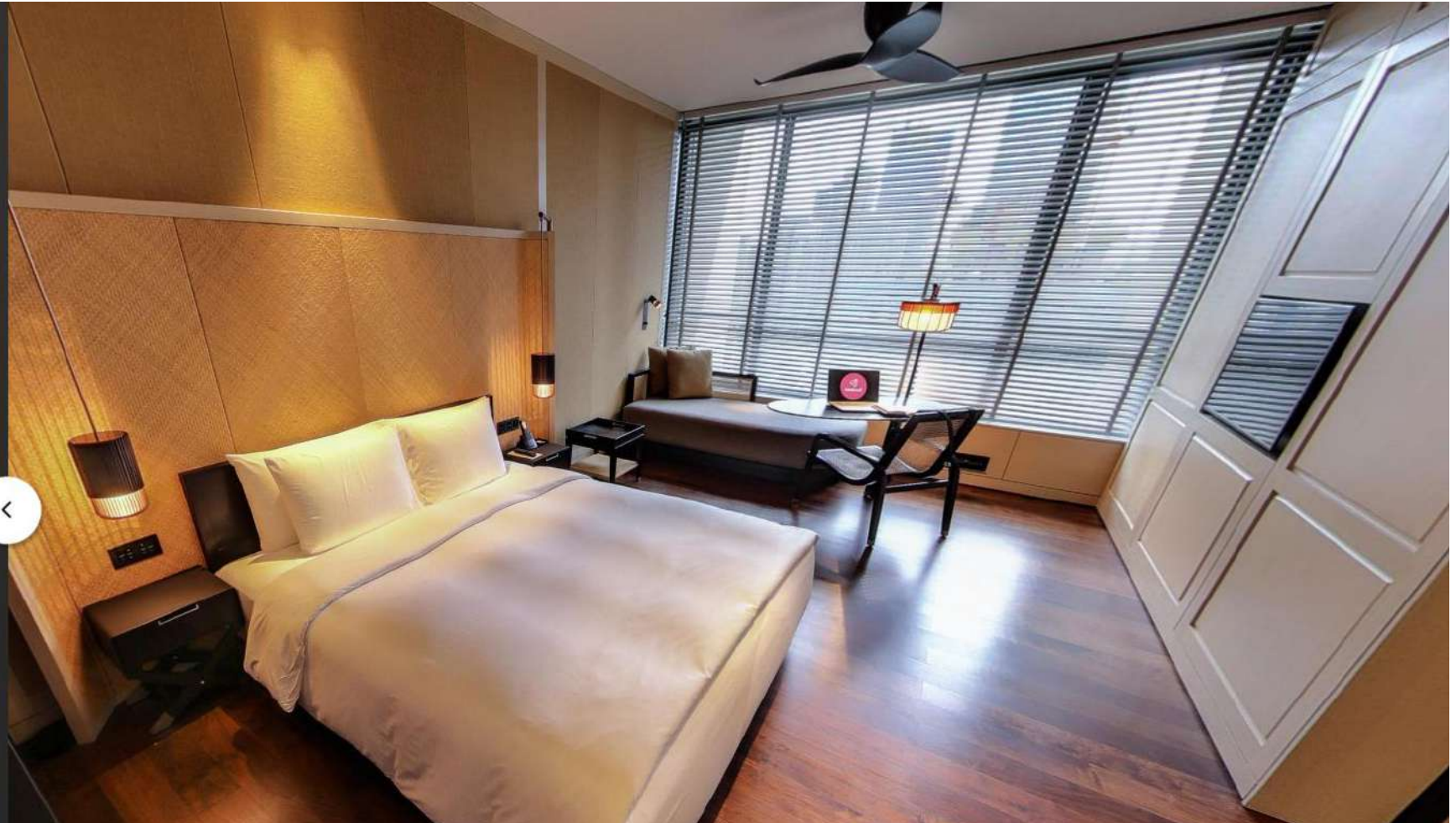
NEW WORLD PETALING JAYA

SHERATON PETALING JAYA

THE RUMA HOTEL AND RESIDENCES

FOUR POINTS BY SHERATON

VIVATEL KUALA LUMPUR



The RuMa Hotel and
Jalan Kia Peng, KL

Helping travel players adopt virtual reality through content storytelling. See Sample.

3 PROJECT OUTLINE | BUDGET

The project is set to be delivered with a budget of **RM 498,200**. The breakdown is as follows:

No.	Description	Quantity	Unit Price (MYR)	Amount (MYR)
1	Virtual Tours of Penang Attractions - Virtual tour development - VR ready feature: web, mobile, tablet, VR headsets - Embed link - Offline players for Mac and Window - Navigation menu 360° DSLR quality photos - Free One Year Hosting	100	4,500.00	450,000.00
2	Miscellaneous Expenditure - Accommodation - Transportation - Parking fees - Virtual tour asset and tool maintenance - Other costs incurred	1	20,000.00	20,000.00
3	Complimentary - Landing Page 360 Video and Photos for Facebook and Google - Offline Player	-	-	-
Subtotal (excluding SST)				470,000.00
SST Payable 6%				28,200.00
TOTAL (including SST)				498,200.00

3 PROJECT OUTLINE | MAINTENANCE

Project Maintenance: Annual Renewal

We provide the first year of hosting free. An annual maintenance fee ensures these 100 virtual tours remain secure, accessible, and functional year-round.

Our webmaster will regular monitor it to ensure it is performing well, provide tech support, prevent downtime, keep up with security updates and encourage traffic growth.

RM5000.00 per year

4 ADDITIONAL INFO | COMPARISON CHART

360 virtual tour DIFFERENCES PER PLATFORM	possible with lokalocal	possible with matterport
Type of photography	high resolution photo	a) scan with matterport camera* or b) low res photos with compatible 360 cameras or cellphones
HDR Panorama	☐	controled by system
Closed system	No	Yes
Monthly subscription	No	Yes
Non-expirable panoramas	☐	Downloadable in low resolution
Non-expirable tour	☐	X expires when subscription ends
Personalized landing page (image, message, logo, video)	☐	X
Personalized menu	☐	X
360 night photography	☐	with restrictions
360 aerial photography	☐	X
Personalized floor plans	☐	X
Human models in panorama	☐	with restrictions
Own URL	☐	X (matterport URL)
Own hosting (applies if client has own FTP)	☐	X
Own logo on tour	☐	X
Personalized nadir	☐	X
Custom icons	☐	X
Custom hotspots	☐	X
Autonomous offline tour (VR ready)	☐	sujeito a suscripción
Adaptive panorama	☐	X
Dollhouse	X	☐
Music/audio integration	☐	X
Custom photo gallery	☐	X
Downloadables documents	☐	X
Custom contact page	☐	X
Embeddable google maps	☐	X
Embeddable youtube videos	☐	X



THANK YOU