

Media Release

REVEZ CORPORATION DEBUTS ITS FIRST-EVER WEB AR EXPERIENCE IN DIGITAL OUT-OF-HOME ADVERTISING CAMPAIGN

Known for its digital innovations, REVEZ is bringing travel-inspired Augmented Reality (AR) experiences across more than 600 screens within PGK Digital Networks's YOUTV Network.

Singapore, 10 June 2021 – Leading B2B technology group, [REVEZ Corporation Ltd](#) (REVEZ) has launched its first-ever Web AR-powered advertising campaign across more than 600 digital out-of-home (DOOH) screens under [PGK Digital Network's](#) YOUTV Network island-wide. This marks a first-of-its-kind digital execution where REVEZ invites travel-deprived Singaporeans to scan a QR code on the screen, which will then transport them to an immersive experience in one of these countries – Japan, Korea or Australia. The public can also look forward to receiving a discount code from campaign partner, Burpple, for [Burpple Beyond](#), a dining membership which offers 1-for-1 dining deals at over 500 curated restaurants. The campaign will run for 4 weeks starting from 11 June 2021.

Web AR refers to augmented reality experiences, which are accessible via a web browser rather than an app. This means that consumers only need a mobile device and Internet connection to enjoy the immersive experiences, without having to download an app onto the phone. Web AR allows advertisers to bypass the resistance to download, high development costs and lengthy approval time from app stores. By embedding Web AR technology in an out-of-home digital screen, REVEZ has removed the friction typically associated with AR and transformed a conventional media experience with an interactive layer.



Image: Digital content shown across YOUTV Network's out-of-home screens island-wide

"It is very exciting to spearhead innovations within the MediaTech space. WebAR is growing in prominence and it requires more than state-of-the-art computer vision, but also masterful coding capabilities to allow the AR experience to run smoothly within the constraints of standard web scripting," said Mr. Victor Neo, Deputy Board Chairman and Group CEO of REVEZ Corporation Ltd. "We want to breathe new life into DOOH advertising by using emerging technologies to bring delightful user experiences. This is a perfect example of how new technology like Web AR can serve the community especially during a pandemic."

"As more Singaporeans are encouraged to work from home, we see a spike in footfalls around our YOUTV Network." said Mr. Giulio Dorrucci, founder and CEO of PGK Digital Networks Pte Ltd, a subsidiary under REVEZ Corporation Ltd. "Due to the pandemic, many advertisers are seeking innovative ways to demonstrate the effectiveness of DOOH advertising in reaching heartlanders who are spending more within the neighbourhood."

REVEZ is known for its industry-leading innovations and projects in the immersive multimedia space. Awarded as the "Largest Provider of Customised Multimedia Solutions for Museums and Galleries" by Singapore Book of Records in 2018, REVEZ is the creator of many engaging and technologically advanced projects, including the Coast-to-Coast (C2C) mobile app, NParks' first augmented reality (AR)-enabled mobile application. With the accelerated demand in digital innovations, REVEZ continues to grow innovative platforms and turnkey solutions for enterprises to excel in the digital age.

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About REVEZ Corporation Ltd.

REVEZ Corporation Ltd. is a CreativeTech group incorporating innovators, technologists and creative capabilities to drive enterprise and consumer value across its 7 business segments. Leveraging their network of Fortune 500 partners and industry experts, they are known for their expertise in Immersive Multimedia, Information and Communications Technology (ICT), Cybersecurity, Deep Tech - specialising in Artificial Intelligence (AI), Internet of Things (IoT), Smart Integrated Spaces, Industrial Automation and Digital Media Networks. Since its incorporation in 2010, the group has worked with more than 100 clients in the private and public sectors on over 500 projects regionally. REVEZ Corporation Ltd continues to shape the digital future with scalable tech adoption, enabling strategic partners to build a robust digital ecosystem and stay ahead of evolving trends. For more information, please visit <https://revezcorp.com>.

For media enquiries, please contact:

Marketing & PR Lead – Ms June Lim | june.lim@revez-motion.com | (+65) 82235938

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The contact person for the sponsor is Ms. Vera Leong, Vice President, Hong Leong Finance Limited, at 16 Raffles Quay, #01-05 Hong Leong Building, Singapore 048581, telephone (+65) 6415 9881.