

STB/Q/2024/11 - Sabah Tourism Board AR Map

To support and strengthen Sabah Tourism Board's marketing effort to promote Sabah nationally and internationally, we are consistently producing various tourism contents to be pushed to tourist, businesses and partners to promote Sabah as a tourist destination.

AR is one of the content that we are planning to use to enhance user experience when using our maps.

Objective

To integrate AR features in STB physical map to be used as promotional material.

AR Sabah Map

A map in its printed form with AR (Augmented Reality) capabilities when pair with smartphone. AR features like embedded video, sound, 3D images, animation and additional information can be access with the use of smartphone.

Usage

1. The AR Map will be use as a promotional material for mass distribution.
2. The AR contents aim to enhance user experience when utilising the map.

No.	Maps to be embedded with AR content
1.	Kota Kinabalu
2.	Greater Kota Kinabalu (Petagas – Tuaran)
3.	Sabah
4.	Sandakan
5.	Sandakan Suburb
6.	Tawau
7.	Semporna

***A PDF copy of the map will be provided to interested tenderer.**

Deliverables:

1. Seven (7) printable digital artwork of the map with AR contents.
2. Each maps must have at least have 10 (minimum) AR contents. It can be video, information, sound and 3D image or others such as animation. No maximum AR content.
3. Contents must be tourism related, must know facts about Sabah and/or content that will make it easy to navigate using the map.
4. Tenderer must come up the best ideas/proposal on the AR contents for the maps with the objective of enhancing experience using the map.
5. AR contents must be compatible with major OS i.e. Android and Apple OS.
6. To grant copyright of item no. 1 – 5 to Sabah Tourism Board.
7. First draft to be submitted to STB within 4 weeks after receiving the award letter.
8. To allow 3 edits for the draft map.
9. To allow 1 edit of the final map within 2 weeks after release.

All cost must be included your when submitting your tender; this includes the cost of pre-production, production and post-production including copyright.