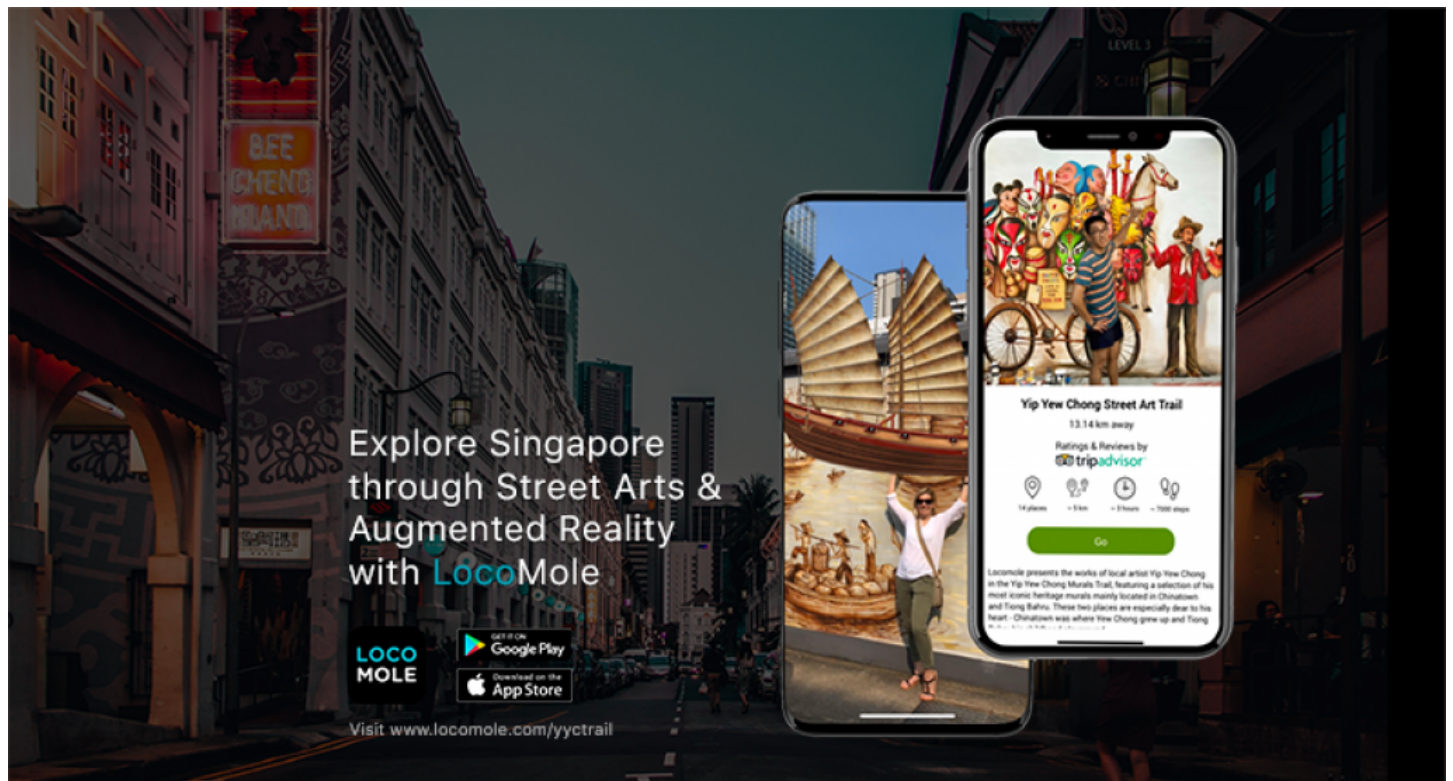


Experience the Only Travel Discovery Augmented Reality App that You Have Ever Used

LocoMole Launches AR Street Art Trail for Solo Travellers



Singapore, Jul 25, 2019 (Issuewire.com) - LocoMole, a location-based travel discovery mobile application has launched its first augmented reality street art trail within Chinatown and Tiong Bahru. Users can now explore the fourteen murals to learn more about Singapore's heritage through personal stories, interactive games and augmented reality. It is a debut collaboration between a local muralist, a travel mobile app and a heritage family-run pastry business.

Connecting People, Creating Memories

"For Yew Chong (the muralist), through his passion in street arts, he inspires the community to preserve our heritage," said CEO/Founder Png Bee Hin. "We hope our users interact with the heritage murals through the use of augmented reality and connect with Singapore on a deeper level. At the same time, users can now easily discover local businesses and through location-based reward coupons, we hope to drive traffic to their stores."

Trail Features on LocoMole App

LocoMole's key design concept is to enable solo travelers to explore local places through curated stories, suggested lists of things to do which include interactive games, quizzes or augmented reality challenges. Users can navigate easily with enhanced AR wayfinding feature.

Based on GPS, users receive push content upon arrival. They can search for an augmented reality door

that will open to allow them to have a 360 view inside a typical house back in the 1970s. At the Cantonese opera mural, users can play a game to learn about the various masks used by the characters in the traditional operas and take photographs with the AR opera costumes.

Users will also receive reward coupons worth up to S\$50 which they can redeem from the local merchants. LocoMole Yip Yew Chong Street Art Trail is available for purchase at S\$9.98 from the official website or in-app purchase. Visit the website for more details. <https://www.locomole.com/yyctrail>.

ABOUT LOCOMOLE

LocoMole is a location-based travel experiential app that enables travelers the freedom to explore like a local on the go. Know the heritage stories of local places and things to do from over 70 unique walking trails. Search and discover what's near you. Uncover possibilities and unique experiences with Augmented Reality. Awarded SiTF Best Infocomm Product (Immersive Media) in 2017, APICTA 2017 Most Innovative Solution (Tourism and Hospitality) and Best Travel App for Corporate Travel Awards 2019.

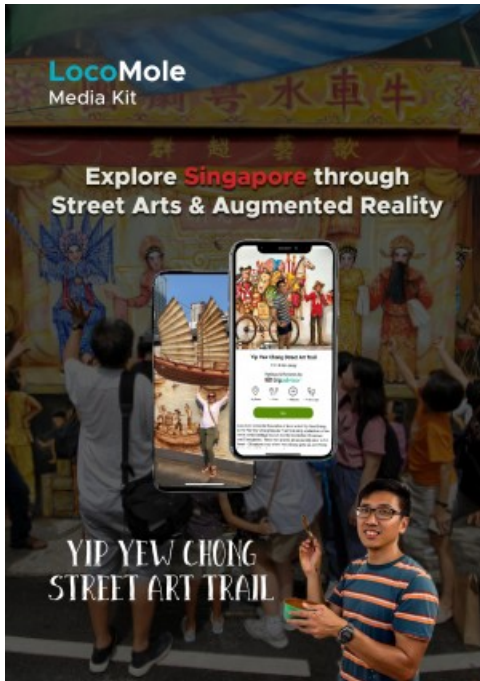
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You may access http://bit.ly/locomole_yyc for a more detailed media kit with resources including:

- An interactive guide to the AR street art trail, screen recordings, and information on the collaboration (http://bit.ly/yyc_epub); Pdf copy (http://bit.ly/yyc_pdf)
- Trail preview video (http://bit.ly/yyc_preview)
- Other useful screenshots and screen recordings of the various features





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Source : LDR Pte Ltd

See on IssueWire : <https://www.issuewire.com/experience-the-only-travel-discovery-augmented-reality-app-that-you-have-ever-used-1640057488404499>