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HKTB Partners with sky100 and TimeLooper to Launch VR Interactive Microfilms to Bring Old Hong Kong to Life

Media can download press releases, photos and related information from the HKTB website:

- FTP for photos and videos (valid until 30 January 2019):
<ftp://VR18fm-b:vbnmREWQ@ftpsvr01.hktb.com/>
- Press Releases: http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

To address visitors' growing interest in participating in historical experiences and smart travel and to enrich visitors' travel experience in Hong Kong, the Hong Kong Tourism Board (HKTB) has joined hands with sky100 Hong Kong Observation Deck (sky100) and the acclaimed virtual reality (VR) experience design house TimeLooper to introduce "VR Time Travel: Step into Old Hong Kong" micro films. Cutting-edge VR technology was employed to recreate a 360-degree panorama of classic and memorable scenes of Hong Kong, i.e., Hollywood Road crowded with rickshaw pullers in the 1960s, and the neighbourhoods around Kai Tak Airport in the 1980s – when aircraft flew just over top of the residential area. The project enables visitors to 'step into' the historical settings of Hong Kong and explore the old days of the city.

HKTB Executive Director Mr Anthony Lau said, "A recent survey¹ on global travel trends revealed that visitors are increasingly fond of historical and heritage experiences, and smart travel is a prevailing trend and one of the strategic focuses of the HKSAR Government's tourism development policy. Therefore, the HKTB has joined forces with trade partners to use VR technology to present some unique aspects of old Hong Kong to visitors in a lively and interesting manner. We are delighted to collaborate with sky100 and the internationally recognised leader in immersive experience design, TimeLooper to offer visitors a spectacular experience, in which they can enjoy the stunning scenery of Victoria Harbour and views of different districts and landmarks, while immersing themselves in classic, memorable scenes of Victoria Harbour and Kowloon Peninsula to get a taste of everyday life in old Hong Kong.

¹ TripAdvisor 2018 Travel Trends Report: Experiences, Tours and Activities
<https://www.tripadvisor.com/blog/travel-industry-tourism-trends-attractions-activities-experiences-2018/>

Ms Stella Wong, General Manager of sky100 said, “sky100 has been striving to enhance the visitors’ experience through the use of technology. Our aim is to let visitors not only be able to enjoy our unique 360-degree panoramic views of Hong Kong, but also get to know more information about this amazing city during their visits. We are very honoured to be the first attraction in Hong Kong to partner with HKTB and TimeLooper to develop this brand new VR experience, which enables visitors to experience the feeling of flying out from the observation deck at 393m and travel back in time to re-live the daily lives in old Hong Kong.”

“Partnering with HKTB and sky100 to showcase the classic scenes of kung-fu fighting and old Kowloon City was an opportunity too good to pass.” said Yigit Yigiter, TimeLooper’s Chief Executive Officer. “We were able to utilise TimeLooper’s cutting-edge teleportation technology and new VR production techniques to place viewers closer to the action than ever before and as a result allow them to experience two of Hong Kong’s most important historical cultural scenes in an immersive and fun manner.”

Employing VR technology to make the 360-degree panoramic videos, the brand new travel product “VR Time Travel: Step into Old Hong Kong” recreates scenes from the rooftops of residential buildings near Kai Tak Airport in the 1980s and Hollywood Road crowded with rickshaw pullers in the 1960s. After putting on the VR viewer in sky100’s sky high-tech zone, visitors can instantly ‘step into’ the old days of Hong Kong to hear and feel aircraft flying right over the Kowloon rooftops and watch up close exciting kung-fu fighting. Visitors have the option of watching the videos at sky100 or buying the videos to enjoy it anytime, anywhere, using the visitors’ own VR viewers or cardboard viewers bought from sky100.

VR Time Travel: Step into Old Hong Kong	Price (HK\$)
Watch the videos at sky100 in a VR viewer	\$30
Buy two VR videos	\$50
Buy a cardboard viewer at sky100	\$20

Photo Caption 1



Ms Tina Chao, General Manager, Marketing, Hong Kong Tourism Board (Center), Ms Stella Wong, General Manager of the sky100 Hong Kong Observation Deck (second left), Mr. Michael Oh, General Manager (Asia) of TimeLooper (second right), Mr. Leo Lo (first right) and Mr. George Poon (first left) playing Kung Fu practitioners in the videos introduce how “VR Time Travel: Step into Old Hong Kong” micro films bring to life classic scenes of Hong Kong’s old days: Hollywood Road in Central in the 1960s and the neighbourhood around Kai Tak Airport in the 1980s.

Photo Caption 2



Mr. George Poon (left) and Mr. Leo Lo (right) playing Kung Fu practitioners in the “VR Time Travel: Step into Old Hong Kong” micro films share some behind-the-scenes tidbits and pose for photos.

Photo Caption 3&4



The *Hollywood Road in the 1960s* VR film takes visitors to Hollywood Road back in the 1960s, with streets crowded with rickshaw pullers and food stalls, and a close-up view of exciting kung-fu fighting.

Photo Caption 5



The *Kai Tak Airport in the 1980s* VR film recreates scenes from the rooftops of residential buildings near Kai Tak Airport in the 1980s to allow visitors to experience the sound and feeling of aircraft flying just overhead.

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