

/1/ Digital Immersive Dragon Boat Festival Cultural Experience

The Dragon Boat Festival Digital Experience integrates online racing games, prediction interactions, and live streaming into a unified digital folk culture platform. Users immerse themselves in the Dragon Boat Festival atmosphere, learn traditional customs, earn rewards, and contribute to the digital inheritance and innovative development of festival traditions.







/2/ Seamless OnlineOffline Cultural Innovation

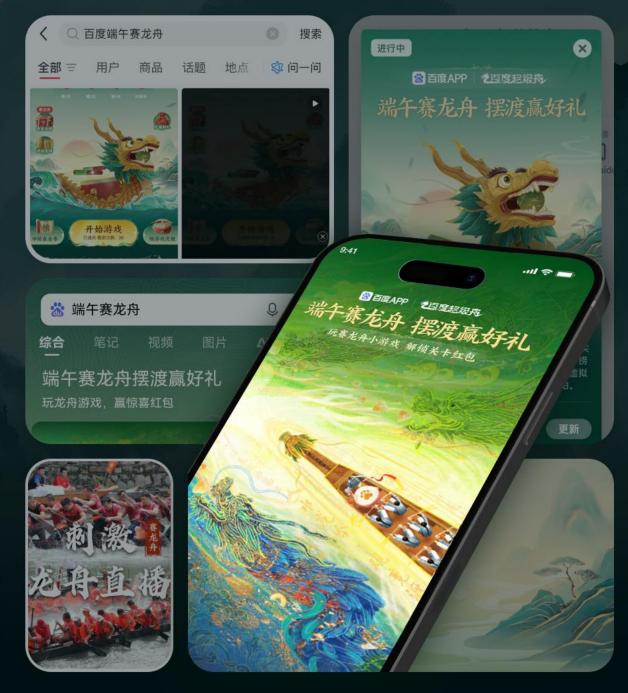
Rooted in the rich culture of the Dragon Boat Festival, the project leverages advanced digital technologies to achieve seamless online-offline integration. By combining Al digital avatars, 3D rendering, and real-time interactive streaming, it fuses traditional festival culture with modern technology, allowing users to experience cultural meaning through engaging interactions.

139_{million}

Statistics of total exposure during the entire event

f 22 $_{
m million}$

Integration, statistics and presentation of user interaction behavior data across all platforms











2.15 million

Statistics on the total number of viewers of the Dragon Boat Race and Intangible Cultural Heritage live broadcast during the Dragon Boat Race event

/3/ Multi-Modal Interaction Powered by Al

The Al digital avatar provides real-time commentary and interactive guidance, lowering the learning curve and enhancing engagement. Users can participate in immersive dragon boat racing, data-driven Al predictions, themed festival livestreams, and offline event linkages, forming a comprehensive "play-predict-watch-race" experience loop that allows them to appreciate cultural meaning through engaging interactions.



/4/ Immersive Controls and Multi-Sensory Feedback

Multi-dimensional guidance lowers operational barriers for instant usability.





3D gyroscope technology redefines control intuition, closely simulating real dragon boat racing.

Multi-sensory feedback—including visual, auditory, and haptic cues—enhances immersion.



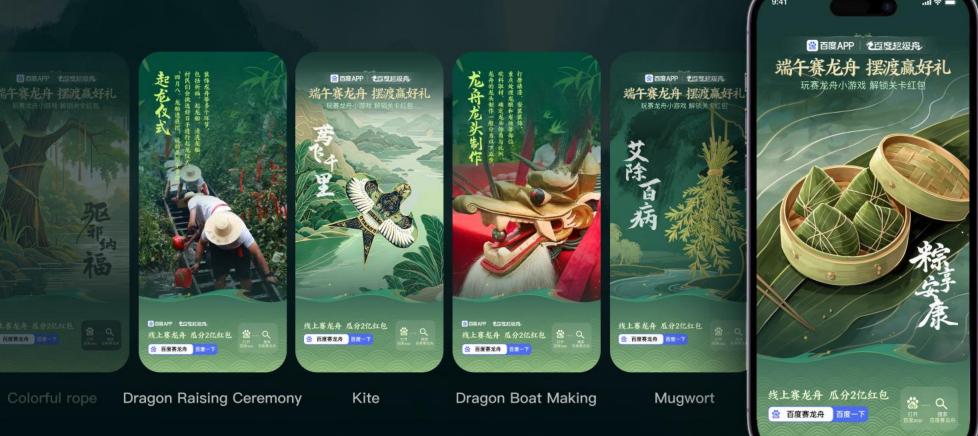






/5/ Festive Atmosphere and Visual Aesthetics

The interface features soft green hues, integrating symbolic elements like zongzi leaves and mugwort. Game environments artistically reproduce local architecture and dragon boat tracks, with refined lighting and textures for immersive visuals. Interactive livestream rooms cultivate a festive atmosphere.







/6/ Future Vision for Cultural Exchange

Looking ahead, the project will utilize digital technology to showcase historical culture, provide practical value to society, and advance the development of convenient, intuitive, and multi-dimensional modern educational approaches, fostering harmonious cultural exchange worldwide.