



Dragon Boat Festival Digital Experience: Race, Predict & Win

【Dragon Boat Festival Digital Experience: Race, Predict & Win】
fuses AI, digital technology, and traditional culture to deliver an
innovative digital tourism journey.



/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 Online-Offline 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 AI 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.

139million

Statistics of total exposure during the entire event

22million

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





龙舟龙头



龙舟鼓



滕龙龙舟训练基地

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 AI

The AI 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 AI 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.



Colorful rope Dragon Raising Ceremony Kite Dragon Boat Making Mugwort Zongzi Dragon Boat Drum Dragon Boat Banquet



百度APP

百度超级舟

赛龙舟村超
相约佛山

佛山

端午赛龙舟

摆渡赢好礼

指导单位：佛山市委宣传部、南海区委宣传部、三水区委宣传部 | 联合主办：佛山市南海区大沥镇人民政府 | 场地支持：佛山市南海区大沥镇盐步社区、佛山市三水区李保安龙舟厂

A stylized, painterly illustration of a mountain landscape in shades of teal and green. The mountains are misty and layered, with several birds flying in the sky. The overall mood is serene and expansive.

/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.