

# EcoCarrier™

## XR2WIN™

To win an election you need to get your message through and across to the people and do so in as broad a coverage and as frequently as possible.

You and your message need to be in the conversation of the general population.

To be effective your message needs to be interesting, current and topical as situation evolves.

That means you need to be able to modify the message and its form of delivery to get the optimum effects in addressing the hot topics of the day or even at a certain time of a day.

You want to be able to reach out to everyone with a mobile handset with a targeted message based on study carried out with Big Data Analytics of captured data on user demographics and usage pattern and how and when the messages are consumed.

You can do all of the above and More with

**XR2WIN™** a XR-enabled App working in conjunction with

**QiiQ XR™** Digital Platform, a cloud-based server

## What's More?

You can use XR2WIN to deliver an AR Production of a 3D image of the election Candidate asking important questions and to poll the electorate to select a topic or issue that is important to them out of a list of multiple choices to get an up-to-date reading of how best to come up with messages on policy that best address the requirement of hot topics at hand.

You can use XR2WIN to deliver in 360 VR Production of a scene of a rally and the excitement and enthusiasm of the crowds and add AR Production of the candidate in 3D image speaking and delivering a message to appeal to the supporters to donate to the election campaign as a way of crowd-funding.

## How does it work?

The ecosystem of a XR2WIN-based electioneering project consists of

- **XR2WIN App** which is readily available for download from the App Store for iPhone users or Google Play Store for Android-compliant Smartphone users. A QR code is provided for the convenience of the user in getting to where the App can be downloaded from; user simply scans the QR Code with the camera of their Smartphone running QR Code reader.

For people who do not want to download the XR2WIN App into their Smartphone, they can be directed to go to certain designated websites or the election campaign's homepage with/through their browser to play the XR2WIN content without App download.

- **QiiQ-XR Digital Platform** which is a cloud-based server platform that supports the building and running of AR/VR/MR-enabled Apps of all kinds in countries worldwide.

- **XR2WIN Production Team** who first discusses with the Electioneering Team to understand the requirement and then designs and develops the AR/VR/MR (XR) Production for use by the Electioneering Team to win the election campaign. The contents for the XR Production are to be based on the digital assets provided by the Electioneering Team - these include video footage, text messages, music and songs, audio conversation, etc.

and

- **Electioneering Team of a political party** who works closely with XR2WIN Production Team to make updates of the contents of the XR Production as required to meet evolving or developing situations and challenges. The changes and additions can be made in a very swift and timely manner.

## Excellent Cost Efficiency & High Efficacy

The costs involved consist of

- Production Cost which is initially US\$1500 including covering 10 hours of labour cost for App development and customization; additional production/development work is billed at US\$150 per hour

and

- variable operating costs which are storage costs and pay-per-use data transport cost. The variable cost amounts to approximately US\$0.05 each time XR2WIN App is played.

XR2WIN service is very affordable and excellent value for the money.

