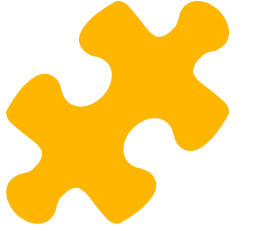


By Lee Pei Ce & Cheah Xin Tong



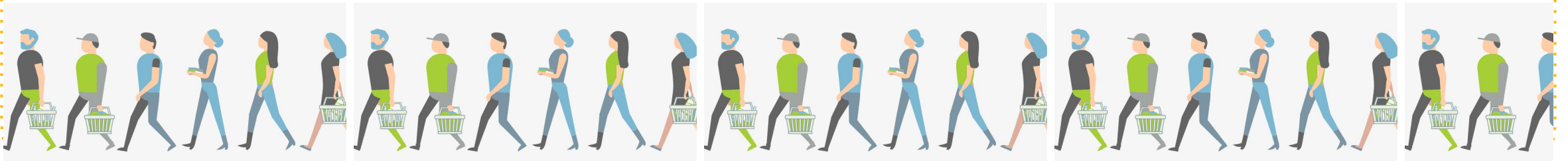
# Dynamic Interactive Pitch 2 Presentation

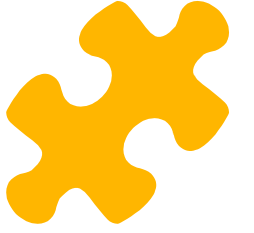


# 1. Beauty of the City

## Concept:

**People** is the element of city, KL was form by people in KL. The more the people is, the more colour (content), it will bring into the city. And so the city will be more interesting & lively.





## Inspiration:

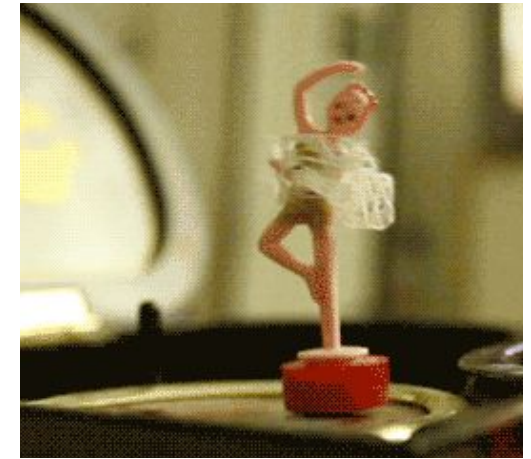
Beauty of KL city at night. Every light represent a people in the city.



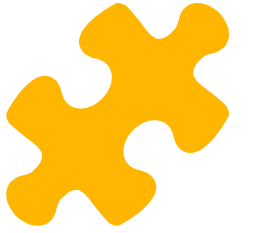
## Function:

Using **people** who pass by the sensor as an **input**.

## Function:



The amount of people passing by will be track, as the number reach a certain amount, the button will be lighten up. If it is pressed, music will be play, the door will be open and also the craft building that inside of the box will lighten up, with people dancing all around it.



## Meaning:

The **light = people**, this interact with people in KL (who pass the device), and celebrate we built a very nice city (when the surprise triggered).

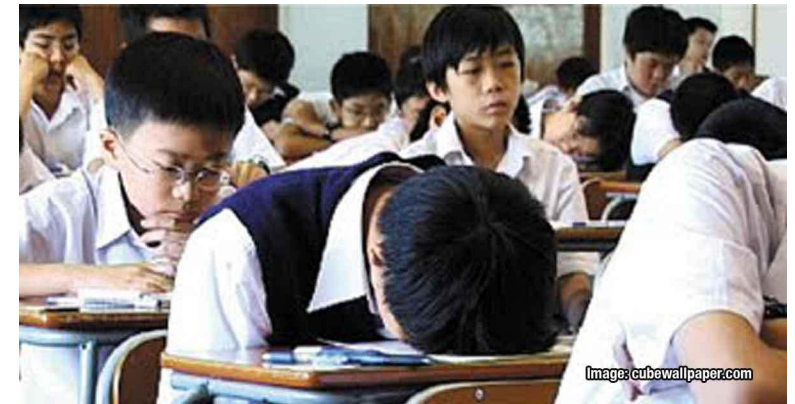


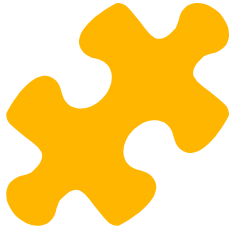


## 2. [Dear Diary]

### Reasons:

Every Malaysian will go through primary school and secondary school study. We all have very special memory in the school, and we would like to bring them to experience the past again.



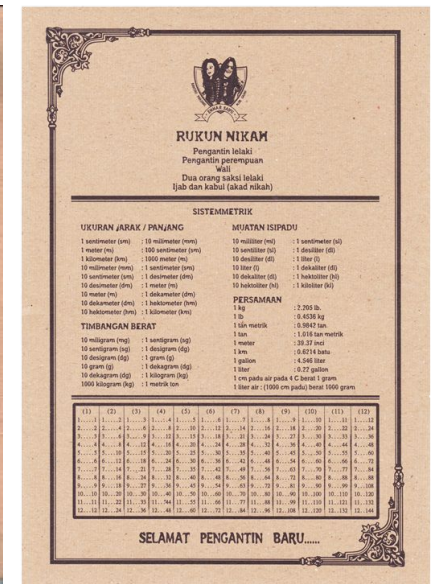
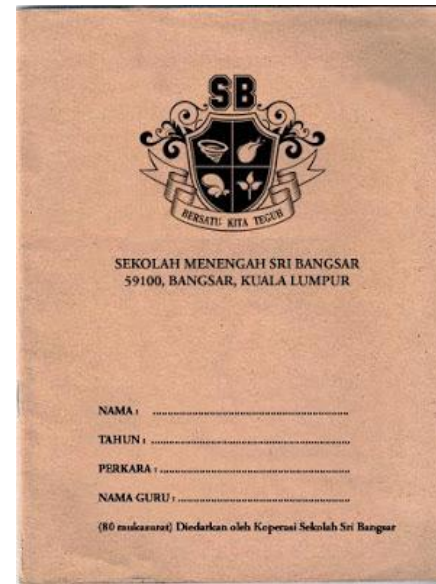
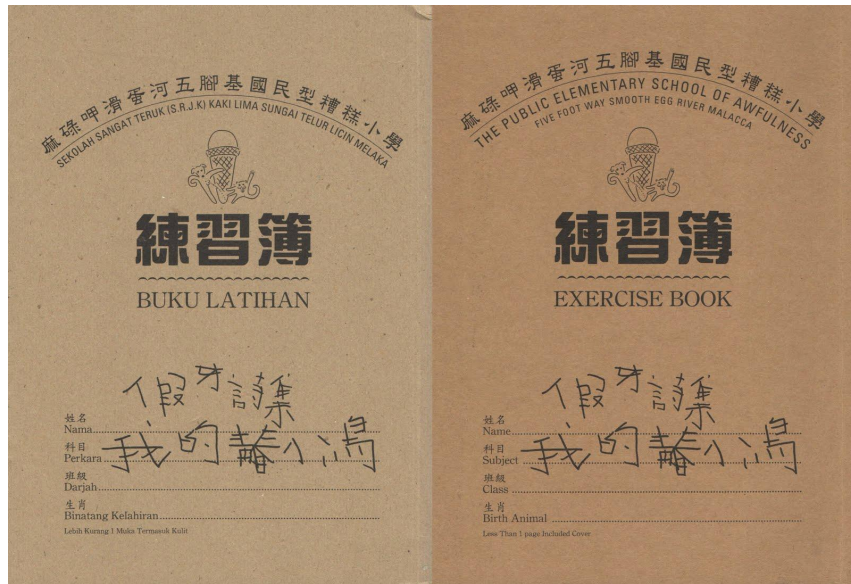


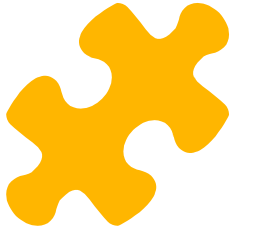
## Inspiration:

The very same **booklet** design that every school have + **Diary**.

## Target audience:

Adult. (reasons – tired, we can't go back to the pass)

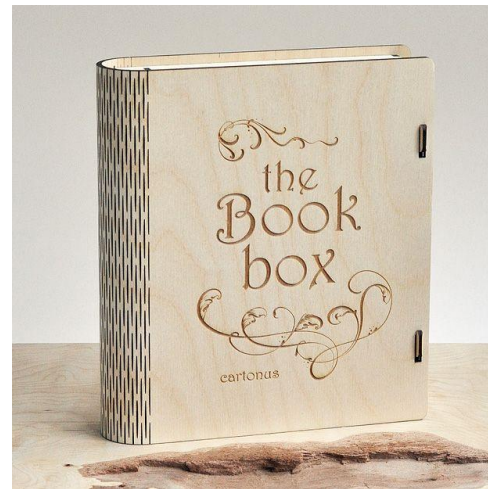
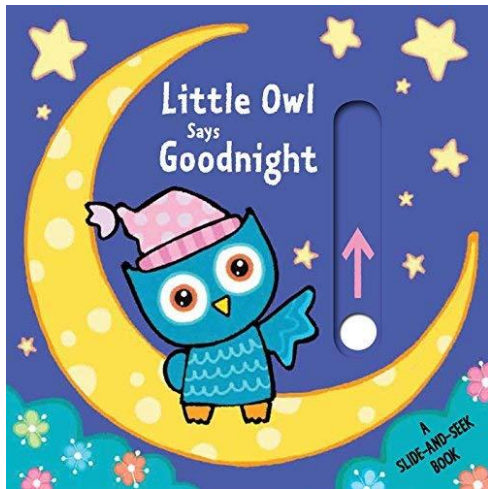




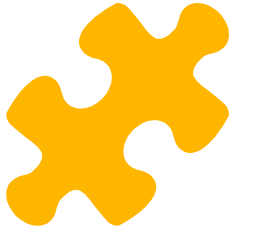
## Function:

Using a diary to **tell the story** of an ordinary student, having fun in his/ her childhood.

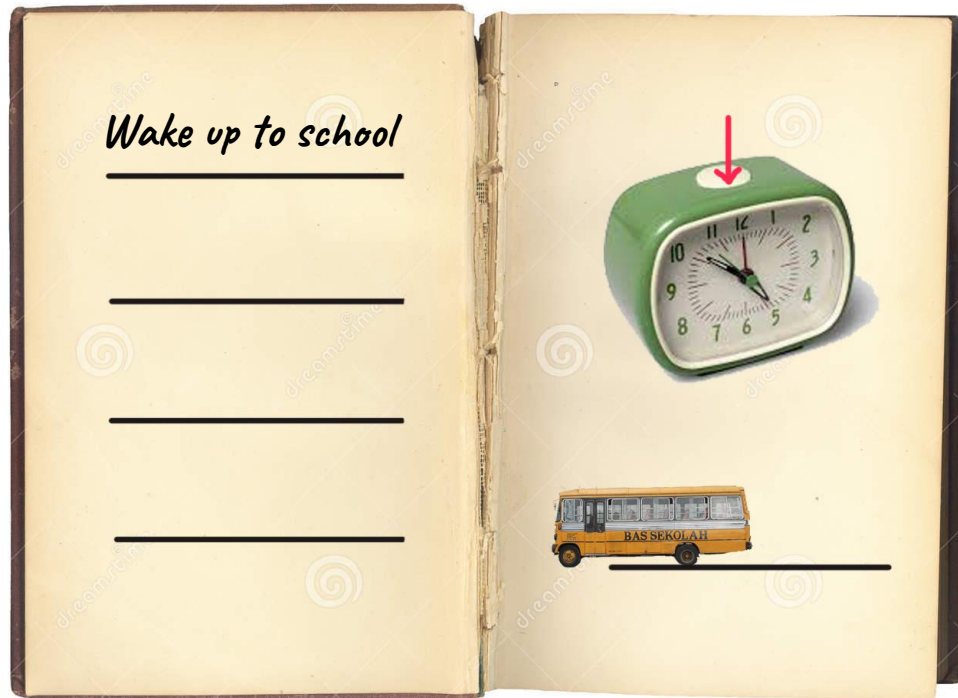
The book will be **interactive**, for users to recall their **childhood memory** by the content with sound element or interactive print.



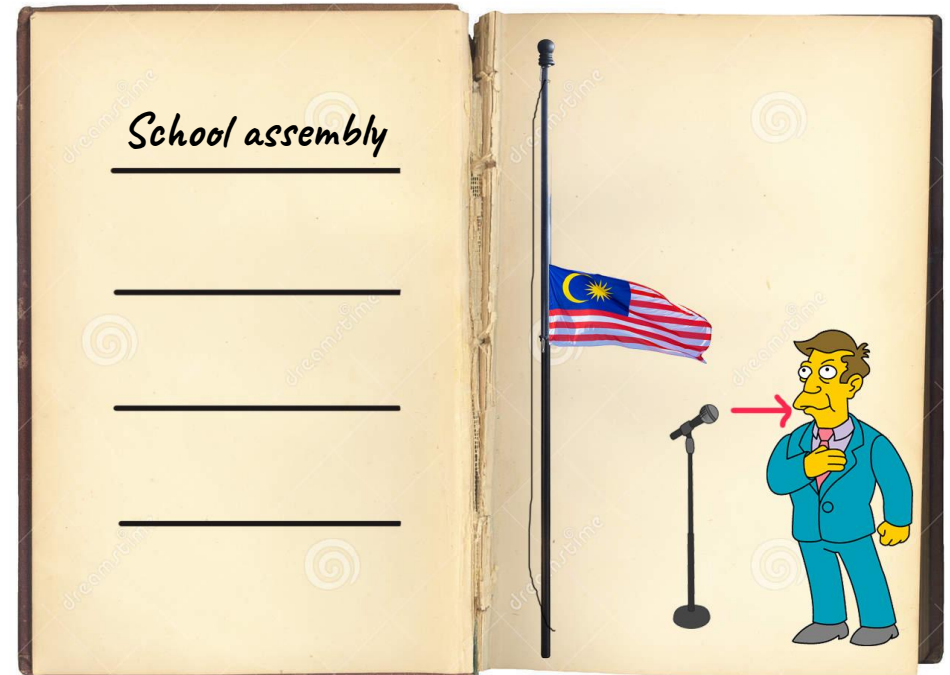




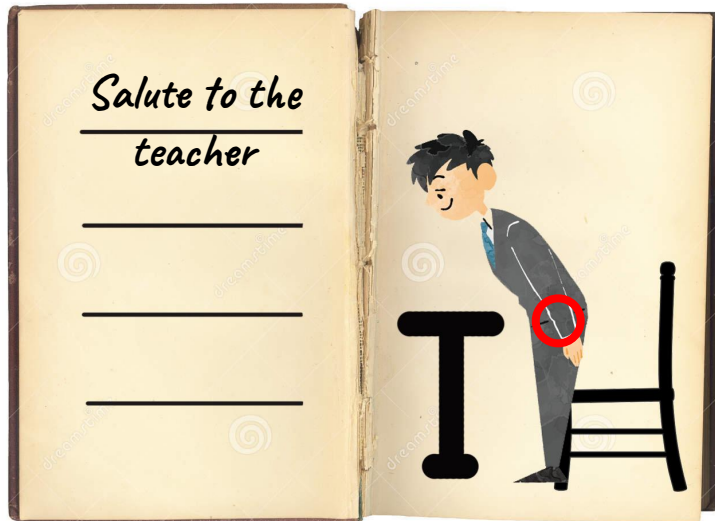
1. Waking up to school  
-alarm, bus



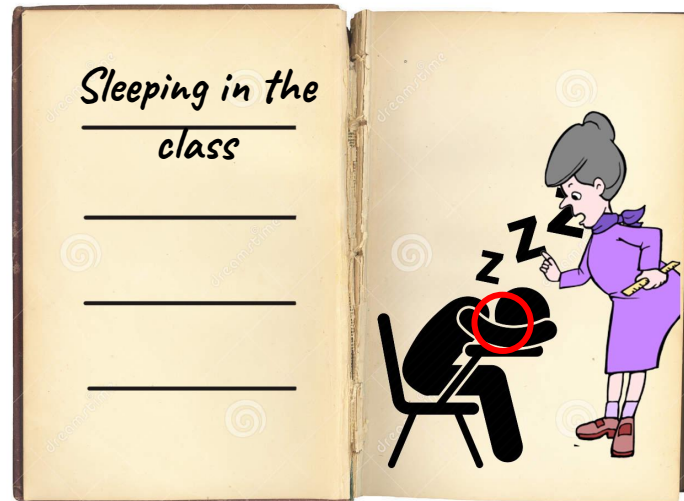
2. School assembly  
- Moving mike, raising flag



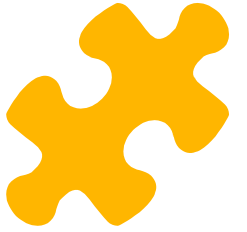
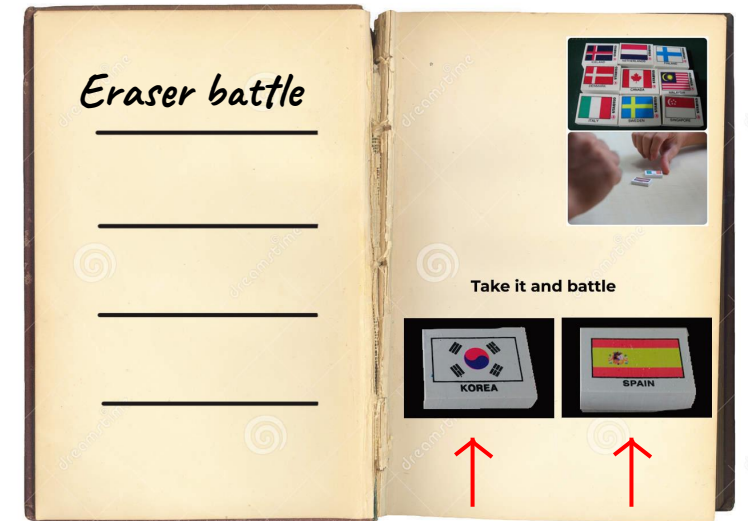
3. Stand up & Bow  
(salute to the teacher)  
- **“Selamat pagi, cikgu.”**

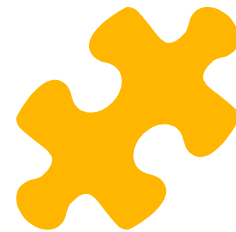


4. Sleeping in the class  
- **move head**



5. Eraser game  
(Pokemon & flag erasers)  
- **take and play**





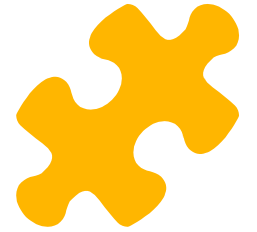
# 3. [Kedai runcit]

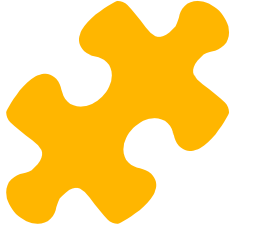
## Inspiration:

**Malaysia slang** (communication between different races), kedai runcit

People will thought each race will speak their own language, but we all speak Malaysian Slang (super local, super original)







## Meaning:

Kedai runcit is a shop ties with everyone's life (everyone must have been in a kedai runcit), we have kedai runcit **own by different races** people in Malaysia (Malay, Chinese, Indian). But in real life, regardless what race we are, we will still go into all different kedai runcit, no matter its own by what races.

We are all Malaysian, who **speak Malaysian.**



**Thank you ✓**