

Pember (left) presenting the Ultimate Explorer Challenge prize to Um (centre).

Racing to rediscover KL

'Explorers' navigate their way with mobile app, complete virtual challenges to earn points

By JAROD LIM

A TECH-fuelled urban race that combined augmented reality and location-based technology allowed its participants to not only compete with each other but also explore

Held for the first time in Malaysia, District Race saw more than 8:000 participants conquering Kuala Lumpur's streets after being flagged off in stages at Dataran Merdeka.

These participants, known as Explorers, had to download the ruce's mobile application to join three different race categories namely the Scan Challenge, Discovery Challenge and Time Trial Challenge.

Challenge.
They had to plan and strategise

They had to plan and strategise their exploration route to fully maximise the time limit tone or two hours, depending on categories) to "checkein" at various checkpoints that grant different point values. These checkpoints, mostly locard at places of interest, required explorers to either pass by or complete wirtual challenges to earn points. Those with the most points were the victor.

Presented by AlA Vitality, the race encouraged participants to

race encouraged participants in lead active, healthy lifestyles by motivating them to get active while exploring the city.

Launched in June, it has activated various gries in Ruala Lumpur, Penang, Melaka and Johor Baru, allowing expluers to experience the race before the grand finale at District Race RI. In total, participants would have run a collective distance of \$2.000m, and comprising descriptions.

82,000km and completed over 180,000 virtual challenges and

180,000 virtual challenges and checkpoints.

Jimmy Lim was named winner of the District Race Ultimate Explorer Challenge for completing the most runs with the District Race app.

"I am very excited to have won and will continue to explore new and old grids because it makes me feet alive.

"My wife first introduced me to District Race and we both love run-

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District Race and we both love run-ning with the app. We have also explored familiar places like the Lake Gordens, Bangsar, as well as grids in our hometown, Penang. "Having checkpoints and chal-lenges as an additional focus makes it more fun and interesting," he said, adding that he was looking forward to visiting other beoutiful places around the world rip out the District Race grids availa-ble in over 15 cities globally. District Race District Technologies chief executive officer Ben Pember said the race was cre-ated to inspire everyone to redis-



More than 8,000 participants were flagged off in stages at Dataran Merdeka, Kuala Lumpur. (Below) Participants challenging each other during the event. — Photos: LOW LAY PHON/The Star

cover their city while increasing their fitness level.

"We want to thank AIA Malaysia for all its support in making District Race KL possible. The race helps people get active in a way that is totally unique to Malaysians which is to get fit and have fun beyond a typical race.

"The massive turnout for the very first Malaysian edition of District Race today is hugely encouraging," he said.

AIA Malaysia chief markeeting officer Heng Zee Wang said the race garnered support and enthusiasm from participants all over the country.

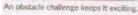
"We are excited to celebrate the We are excised to cereorate use culmination of District Race with this historic event at Dataran Merdeka and are thrilled to see an overwhelming number of partici-

Over within the control of the efforts to encourage of the efforts to encourage Malaysians to get active with their family and friends while experiencing their city in a whole new light. "We hope to continue supporting avenues like this as part of our mission to help Malaysians live healthier, longer and better lives."

After the race, perticipants were treated to an array of activities from augmented reality games, live music, great food and interactive experiences from AIA, eToro and Actidas.









Participants planning their strategies during the race.