

18 July 2022

中華電力有限公司
CLP Power Hong Kong Limited

CLP Upgrades Power Kid Mobile App with AR Technology to Teach Children about Low-Carbon Living at the Hong Kong Book Fair

CLP Power Hong Kong Limited (CLP Power) has launched an upgraded **Power Kid Mobile App** with **Augmented Reality (AR)** technology and a range of new features to teach youngsters more about energy saving and low-carbon living. The app gives youngsters the chance to create their own unique Power Kid characters to combat climate change through a variety of challenges, and will be available at the CLP Power booth in the Children's Paradise zone of the Hong Kong Book Fair from 20 to 26 July. Visitors will be greeted by the **POWER FOUR** cartoon characters and learn about decarbonisation, pick up tips on green living through fun and interactive games, and win special souvenirs.

The upgraded **Power Kid Mobile App** has a 3D interface in which children explore a global village and create unique Power Kid characters of their own by playing an AR colouring game. They will have the opportunity to complete renewable energy missions and become low-carbon heroes. More AR games will be offered in a decarbonisation playground zone, where players are challenged to complete a range of tasks to achieve carbon neutrality and save the Earth.

The app also features audible storybooks and 3D cartoon episodes from the **Power Kid Channel**, including the latest episode titled 'Low-carbon Living – Eating', which shows youngsters how to save energy by changing their eating habits.

The **Power Kid Mobile App** is an e-version of CLP Power's **POWER YOU Kindergarten Education Kit** and works on both iOS and Android smart phone operating systems. It invites children to go on a decarbonisation journey with the **POWER FOUR** characters and learn how to reduce carbon emissions and live more environmentally-friendly lifestyles with their families.

The **POWER YOU Kindergarten Education Kit** was launched in 2016 to promote electrical safety and energy conservation to young children. The kit has been expanded and enriched since its launch, and was given free to all 1,000 kindergartens in Hong Kong in 2019.

In the **POWER YOU Kindergarten Visit Programme**, young CLP Power engineers and graduate trainees visit kindergartens and teach children about the work of engineers and basic knowledge about electricity, including the importance of safety and energy saving. The programme has so far reached more than **45,000** children in over **550** kindergartens.

About CLP Power Hong Kong Limited

CLP Power Hong Kong Limited (“CLP Power”) is the Hong Kong utility subsidiary wholly owned by CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange and one of the largest investor-owned power businesses in Asia. CLP Power operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer service to more than six million people in its supply area.

Appendix – The CLP Power booth at the 32nd Hong Kong Book Fair and an introduction to the Power Kid Mobile App

Photo Captions:

Photo 1



CLP Power has launched an upgraded **Power Kid Mobile App** with Augmented Reality (AR) technology features. Youngsters can try the new app and create their own unique Power Kid characters by playing an AR colouring game at the CLP booth in the Children’s Paradise zone (3F – F12) at the Hong Kong Book Fair.

Photo 2



Youngsters can learn about decarbonisation at the booth and get low-carbon living tips through fun and interactive games, as well as meeting the **POWER FOUR** characters and getting the chance to win special souvenirs.

- Ends -

Appendix – The CLP Power booth at the 32nd Hong Kong Book Fair and an introduction to the Power Kid Mobile App

Date:	20 – 26 July 2022 (Wednesday to Tuesday)
Venue:	Hong Kong Convention and Exhibition Centre
CLP Power Booth:	3F – F12, Children’s Paradise zone, Level 3
Opening Hours:	20 – 21 July 2022 (Wednesday - Thursday) 24 – 25 July 2022 (Sunday - Monday) 10am - 10pm 22 – 23 July 2022 (Friday - Saturday) 10am - 11pm 26 July 2022 (Tuesday) 9am - 5pm

An Introduction of the Power Kid Mobile App (In Chinese version only)



The popular **POWER FOUR** cartoon characters invite children to join them on a decarbonisation journey, combating climate change by completing a range of tasks and missions to achieve carbon neutrality. The app has a 3D global village interface and has different functions on different islands:

Main Island:

- AR Colouring: Create a unique Power Kid character by playing an AR colouring game
- Decarbonisation Playground: Complete a range of tasks and missions to achieve carbon neutrality and save the Earth
- Light Up the City: Power up the city skyline by collecting a series of green living tips
- Library: Read the stories or download audible storybooks, and play exciting games
- Animation Zone: Watch 3D cartoons on the **Power Kid Channel**

Other Islands:

- Meet **POWER FOUR**: Know more about the iconic cartoon characters
- Education Kit: Discover the POWER YOU Kindergarten Education Kit
- Latest News: Get the latest updates on the adventures of the **POWER FOUR** characters
- Achievement: Find out about the top achievers on the decarbonisation journey so far

Download the app:

iOS version

Android version

(The device is required to be compatible with full AR Core function)

