

PRESS RELEASE

BytePlus and LDR Announce Strategic Partnership To Develop Next Generation App Experiences

- *Partnership will enable LDR to deliver immersive experiences driven by extended reality*
- *LDR's travel app, Locomole, will feature the BytePlus' exclusive game filter as part of Singapore's National Day Parade 2022 #DoingGood campaign*

SINGAPORE, 27 July 2022 – [BytePlus](#), the enterprise arm of ByteDance that supports businesses in accelerating their digital transformation capabilities, announced a Technology and Reseller Partnership agreement with the Singapore-based Learning Development Resources ([LDR](#)), a mobile technology and application development platform that specialises in location-based business platform, and Augmented and Virtual reality (AR / VR) app solutions for multiple industries.

The partnership will focus on leveraging data and integrating BytePlus technology to existing and future LDR solutions, to provide consumers with more interactive, engaging digital experiences. This comes at a time where the Asia Pacific region ([APAC](#)) [leads the world in mobile app download growth](#), and accounts for 64% of global mobile app downloads in a 2021 report. With more consumers turning to mobile and digital solutions for entertainment and everyday tasks, businesses are looking to increase engagement time and frequency. Both companies will collaborate to create innovative solutions and products through cutting-edge technology, providing opportunities for businesses and consumers to engage in immersive experiences in Singapore.

“Businesses are constantly looking for ways to harness the potential of emerging technology to accelerate their growth and digital transformation, but are faced with [various challenges](#) in successful implementation,” said Abhinav Gupta, Head of Partnerships, BytePlus. “The partnership with LDR therefore hopes to address these challenges by delivering powerful business solutions through the convergence of our technological offerings. We are excited to partner with LDR to revolutionise the mobile app experience for customers and consumers to be more engaging and immersive,” added Abhinav.

The partnership also provides an opportunity for joint marketing and co-selling programmes between BytePlus and LDR. One such example of this is the integration of BytePlus' exclusive game filter that is featured on the [Locomole app](#), an experiential travel app by LDR, in conjunction with Singapore's National Day Parade (NDP) #DoingGood digital campaign. The



campaign encourages Singaporeans to fulfil social and environmental impact #DoingGood pledges in deed. App users can also explore seven free sponsored immersive digital walking trails in Singapore Heartlands locations like Bukit Gombak, Punggol and Geylang Serai, where they can support the local vendors along these interactive trails as they enjoy the culture, heritage and unique sites.

“Consumer preferences are constantly evolving in our highly digital world, our partnership with BytePlus can help businesses transform their apps to provide more interactive and informative content, driving richer brand engagement,” added Trevor Fong, Chief Business Officer, LDR.

Borne from ByteDance's technology, BytePlus has a unique suite of cloud-based and on-premise enterprise tools that combine advanced technologies such as machine learning and big data to help clients maximise their growth through unique experience that both engage and convert. Their dedicated team of specialists works hand-in-hand with customers to help create better products, yield better experiences, and realise business growth.

LDR has more than 10 years of experience developing eLearning, mobile learning and experiential AR / VR apps globally and has almost 15 years of experience developing eLearning, mobile learning and experiential AR / VR solutions for the region, serving more than 500K users across more than 100 organisations.

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About BytePlus

BytePlus provides intelligent platform services powered by industry-leading research in emerging technologies. From data analytics tools to computer vision software, our solutions help businesses reach their potential.

About LDR

LDR is an award-winning technology company that specialises in location-based immersive media solutions for the education, training, tourism and public sector.

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