



澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

2023 旅遊娛樂科技創新年會

ANNUAL CONFERENCE ON TOURISM AND ENTERTAINMENT TECHNOLOGY INNOVATION 2023

報告

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澳門多元旅遊新路向

“1 + 4” 政策背景

自中央政府於“十一五”規劃明確提出要促進澳門經濟適度多元發展以來，澳門特區政府便積極探索經濟多元發展的新路徑。習近平主席在澳門特區第五屆政府就職典禮上，明確指出“澳門經濟適度多元發展成效初顯，會展、中醫藥、特色金融等新興產業方興未艾”，並再次為澳門經濟適度多元的發展道路指明了方向，強調“要結合澳門實際，在科學論證基礎上，選準經濟適度多元發展的主攻方向和相關重大項目，從政策、人力、財力等方面多管齊下，聚力攻堅”，因此澳門特區第五屆政府在《2023 年財政年度施政報告》中，明確提出“1 + 4”經濟適度多元發展策略。

“1”就是按照建設世界旅遊休閒中心的目標要求，促進旅遊休閒多元發展，做優做精做強綜合旅遊休閒業；“4”就是持續推動中醫藥大健康、現代金融、高新技術、會展商貿和文化體育等四大重點產業版塊發展，着力構建符合澳門實際且可持續發展的產業結構。

在全面對接國家“十四五”規劃，深入實施《粵港澳大灣區發展規劃綱要》的基礎上，特區政府日前以澳門“二五”規劃和“1 + 4”經濟適度多元發展策略為依據，公佈了《澳門特別行政區經濟適度多元發展規劃（2024-2028 年）》諮詢文本，提出未來 5 年經濟適度多元的具體發展目標、主要任務和重點項目，其中在綜合旅遊休閒業方面，提出要推動產業的多元發展，透過“旅遊 + ”發展模式，加快建設集美食、度假、觀光、購物、娛樂、文化、醫療、體育等元素為一體的綜合旅遊休閒目的地，豐富澳門世界旅遊休閒中心內涵。

旅遊業對經濟發展的重要性

“世界旅遊休閒中心”一直是澳門重要的發展定位，近年來，特區政府積極舉辦豐富多彩的節慶盛事活動，充分發揮澳門歷史文化資源優勢，發展滿足不同年齡、層次旅客需求的休閒旅遊業態。於 2017 年至 2019 年，反映旅遊活動經濟貢獻的旅遊增加值，佔本澳整體行業增加值總額的比重超過 50%；即使在受

疫情嚴重打擊的 2020 年及 2021 年，旅遊增加值依舊佔據本澳整體行業增加值總額的比重超過 20%，這足以證明旅遊業是澳門的支柱行業，對本澳經濟有著舉足輕重的影響。

目前本澳旅遊業復甦呈良好態勢，今年上半年更居內地出境旅遊目的地首位，早前經濟財政司司長李偉農表示，初步統計數據顯示，今年首八月入境旅客約 1,764 萬人次，與 2019 年同期比較，澳門恢復率為 64.3%。然而，國際旅遊市場正不斷變化，周邊地區的競爭日益增加，來澳旅客結構和出行模式亦有所改變，澳門旅遊業的未來充滿不同的挑戰及機遇，業界應與時俱進，尋求新思維、新思潮。

“1 + 4” 旅遊產品新思路

銀娛高度支持 “1 + 4” 適度多元發展策略以及將繼續積極助力推進澳門綜合度假娛樂及經濟適度多元的發展，並助力提升澳門社會發展的可持續性及整體競爭力。我們認同非博彩元素是助力澳門經濟多元發展的新動能，正著力有序推進不同的非博彩元素項目，並積極配合特區政府的未來發展方向，而未來 10 年，銀娛亦將投入近澳門幣 284 億元提升旗下度假城的設施及服務，拓展銀娛在澳門的度假城版圖。

矚目亞洲的嶄新會展娛樂地標銀河國際會議中心已於上半年開幕，會展空間總面積達 40,000 平方米，中心內包括位於地面層面積達 10,000 平方米的無柱式展覽館，至今已舉辦多場國際性、區域性及專業性會展項目，如：逾 1,500 位世界各地旅遊業及關聯產業人士參加，年度國際文旅業高端交流合作平台 “第十屆世界旅遊經濟論壇 • 澳門 2023”；一連四日，吸引 438 家企業參展的 “2023 粵澳名優商品展”；帶動 11,000 名商務旅客從世界各地及內地各省市來澳的 USANA 葆嬰 2023 年全國經銷商大會 “不同凡響” 等。促成不少會展品牌落戶澳門，吸引來自世界各地的客商來澳，把澳門打造成會展目的地，為澳門會議展覽業開啟新篇章。

位於銀河國際會議中心內的銀河綜藝館，可容納多達 16,000 名賓客，為澳門現有最大、可容納觀眾人數最多的室內綜藝館；提供可迎合中央舞台、三面舞台及拳擊台等設置，並配備頂級科技的會議及娛樂設施。我們以多元方式為澳門引入及舉辦各項娛樂盛事活動，迎來多場各式各樣的精彩娛樂盛典，如：國際頂

級流行音樂組合 BLACKPINK 及 TREASURE 的世界巡迴演唱會，以及多名亞洲與中港台地區的知名歌手、藝人、團體舉辦的演唱會和相關活動等。為本地文化娛樂產業注入嶄新活力的同時，有效推動演唱會經濟，帶動酒店、餐飲、旅遊、交通、零售等行業的發展，助力本澳經濟多元。

銀娛在支持大型體育活動上亦不遺餘力，推動“旅遊 + 體育”跨界融合，以不同方式助力國際性大型體育比賽及活動落戶澳門，如：連續 20 年贊助“銀河娛樂澳門國際馬拉松”；冠名贊助及協辦“銀河娛樂集團 2023 第十一屆姚基金慈善賽”及其一系列活動；與體育局及世界乒乓球職業大聯盟聯合主辦“WTT 澳門冠軍賽 2023 — 由銀河娛樂集團呈獻”等。吸引全球觀眾到場欣賞體育賽事，同時延長來自世界各地旅客的留澳時間，進一步激發以滿足健康娛樂、旅遊休閒為目的的旅客群消費增長。

銀娛透過舉辦、支持及參與多元的文化及藝術活動，豐富本澳社區的文化藝術底蘊。善用非營利藝文空間“銀河藝萃”，舉辦不同元素的國際知名文化藝術展覽，如：參與“藝文薈澳 2023”，舉辦特展“BE@RBRICK MACAU 全球首個沉浸式 BE@RBRICK 藝術展”；推出“夏日戀曲—【藝術家駐場】壁畫現場創作及展覽”，邀請藝術家駐場進行即席壁畫創作及舉辦導賞等。為本澳居民、尤其為年輕群體擴闊文藝視野、普及藝術教育，以鼓勵下一代多元化發展；同時豐富本地“旅遊 + ”元素，向旅客展示澳門多元旅遊的優勢。

銀娛除舉辦多項“旅遊 + ”跨界融合活動外，還積極支持及參與特區政府相關部門所舉辦的國際旅遊推廣、會議展覽、文化藝術、體育盛事等不同活動，並配合相關活動推出一系列包括餐飲優惠、旅遊套票等的市場營銷計劃，以推廣澳門以及銀娛旗下的相關旅遊產品，助力政府向全球各地的旅客展示澳門豐富的旅遊元素，讓大眾感受澳門獨有的「旅遊 + 」魅力，藉此提升國際旅客的訪澳意願及拓展本澳的客源市場。展望未來，在特區政府的指導下，我們作為澳門的持份者及旅遊業界的一分子，我們期待綜合旅遊休閒業與四大新興產業融合發展，為旅遊業指明新路向，進一步鞏固澳門世界旅遊休閒中心的定位。

美高梅

酒店客務營運助理副總裁 - 伍凱東先生

美高梅開拓“原創+創新”文體旅項目之路

隨着今年初澳門對外全面通關，旅客數量穩定增長，澳門的入境旅客進一步攀升，旅客數字顯著向好。其中有賴政府的兩項政策指引，分別是“1+4 適度多元發展策略”和“開拓市場”。“1+4”的“1”就是按照建設世界旅遊休閒中心的目標要求，促進旅遊休閒多元發展，做優做精做強綜合旅遊休閒業。“4”就是持續推動中醫藥大健康、現代金融、高新技術、會展商貿和文化體育等四大重點產業發展，構建可持續發展的產業結構。同時，旅遊局隨即啟動各客源市場的宣傳工作，全力推進線上線下宣傳攻勢，拓展不同國際客源和持續鞏固重點客源。

各方努力下，8月日均訪澳旅客逾10萬人次，已恢復至疫前的94%，而7月國際旅客更恢復至疫前56.6%，澳門也成為內地客人出境遊首選目的地。結合公私營力量及透過每月舉行不同精彩的娛樂表演、會展等盛事，令澳門保持“淡季不淡”而“旺季更旺”。

疫後赴澳旅客有年輕化的跡象，主要集中在18歲至35歲，客人尋求購物以外的多元旅遊體驗元素。因此，澳門必須把握現有機遇為旅客提供更多元化的非博彩元素活動，藉此拓展新客源及提供新鮮感予現有旅客。同時，數位化加速快展也正改變旅遊業，旅客只需用手機在不同網上平台就能進行酒店預訂、行程安排等，因此數位化的推廣及宣傳也十分重要。

美高梅也以實際行動支持特區政府政策，憑藉我們“原創+創新”的品牌基因，致力發展非博彩元素項目，開拓外國客源市場，助力澳門經濟適度多元發展。當中必須介紹我們原創的國際文旅品牌項目——“美獅IP”。

甚麼是“美獅IP”

“美獅IP”是為新時代旅客所創造的一個全新品味澳門方式，貫徹“初心、雄心、匠心”的三大核心精神，注入原創及科技，為澳門打造跨界、多元、高質量的文旅項目，當中包涵體藝競賽、藝術展覽、科技舞劇等多個領域。本年九月，美高梅“美獅IP”項目獲頒2023年度“亞太旅遊協會（PATA）金獎”的市場

推廣“大獎”最高殊榮以及文化遺產“金獎”兩大獎項，是繼 2020 年成為澳門首間綜合旅遊休閒企業奪得大獎後，今年再次蟬聯至高榮譽。

“美獅 IP” 包括一系列項目：

一、《醒獅美高梅》

2021 年與廣州歌舞劇院攜手打造的大型科技民族舞劇《醒獅美高梅》，舞劇充分運用美高梅劇院的頂尖科技以及其全球最大的永久室內 LED 屏幕，再融入醒獅、南拳及舞蹈非遺傳統元素，大膽創新地展現嶺南文化精髓。

二、“美高梅獅王爭霸賽”

- “美高梅獅王爭霸賽”是“美獅 IP”的文旅標竿項目，自 2010 年成立後，至今已發展成為獅壇極具指標性的頂尖賽事。此外，為了更好傳承醒獅文化，美高梅於 2015 年開辦“美高梅幼獅暑期興趣班”，至今培育了澳門 544 名舞獅新力軍。
- 今年第十屆“獅王爭霸國際賽—美高梅盃”於 10 月 6 日及 7 日首度移師至媽閣廟前地舉行，以中華文化濃厚的世遺景點作為賽場背景打造特色景點賽事，吸引國際客源並帶動市民及旅客走進舊區，強化社區旅遊。賽事期間，海事工房 2 號及媽閣上街一帶更舉辦“獅藝文化週”，以“獅藝雙傳”的概念為舊區注入新活力。
- 首屆“獅藝文化週”於 9 月 23 日至 10 月 7 日在媽閣一帶舉行，設立“獅藝文化館”，邀請非遺工藝師展示獅頭及獅鼓的製作工藝，並設有導賞服務與工作坊，多維度將獅藝融入生活，打造中秋國慶假期的必遊的文化慶典活動。

三、《甦醒》藝術特展

公司於 2021 年盛大呈獻《甦醒》藝術特展，以獅為神，匯聚全球華人藝術家的創造力，為澳門帶來獨特的當代藝術展。知名當代華人藝術家薛松和劉國夫以“獅”的意象為靈感，分別為展覽創作出全新作品《醒獅》及《甦醒》，共同以藝術，提升中華民族的文化自信及認同感，並將中華文化美學推向國際。

四、「殿『糖』雕塑藝術特展」

2023 年 1 月，公司與“中國糖王”翻糖手藝人周毅合作，於美獅美高梅呈獻「殿『糖』雕塑藝術特展」，共同通過國潮風的翻糖雕塑藝術，立體演繹中華文化的喜慶和禮節故事，打造嶄新文旅體驗，讓年青一代以現代的新方式了解嶺南的生活習俗。

hush! 沙灘音樂會 x Yo~ga 城市瑜珈運動節

2023 年 11 月，美高梅將與文化局攜手合辦全澳首個最大型戶外瑜珈運動音樂嘉年華“hush! 沙灘音樂會 x Yo~ga 城市瑜珈運動節”，打造獨一無二的康養旅遊目的地，把市民和旅客帶到澳門各區感受不同的文化和體驗！

“hush! 沙灘音樂會”將於黑沙海灘打造馬拉松式音樂盛會，除了多元音樂舞台，還有多個互動體驗項目，為旅客帶來充滿活力的音樂體驗！而“Yo~ga 城市瑜珈運動節”則為重點活動，將雲集超過四十位來自世界各地的國際星級導師授教工作坊。場地設有禪修園林、體能專區及親子樂園三大主題區，活動涵蓋瑜珈、健身、水上瑜珈等工作坊。參加者可以整天於園區內穿梭並自由選擇心儀的工作坊，在導師指導下放鬆身心，沉浸於瑜珈運動及音樂的氛圍當中，置身於澳門著名景點與大自然接觸，體驗一站式運動與音樂的跨界戶外獨特體驗留下滋養身心的美好回憶。打造集康養、音樂、休閒與文化於一身的嶄新旅遊產品。基於澳門現有的旅遊的完善硬件配套下，相信不少旅客被導師吸引而慕名而來澳門參與活動，連帶在澳消費，從而更一步推動澳門其他經濟活動如酒店預訂、餐飲消費和世界文化遺產參觀等。

結語

政府不斷提升澳門作為旅遊城市的配套並在不同地區宣傳澳門以開拓市場。在配套措施方面，今年澳門更開通了往來香港機場和澳門的直通巴士，方便更多旅客來澳。美高梅將會全力支持特區政府施政方針，為澳門帶來更多“原創+創新”的國際文體旅盛事，推動澳門經濟適度多元發展，鞏固澳門世界旅遊休閒中心的地位。

新濠博亞娛樂

度假村銷售及市場發展行政總監 - 譚思正女士

旅遊 1+4 政策下旅遊產品與服務的新思潮

各位嘉賓、同學，大家好！

多謝澳門理工大學校方的邀請，很高興能夠參與旅遊娛樂科技創新年會，為大家分享新濠博亞娛樂在配合特區政府“旅遊 1+4 政策”方面的發展策略。

促進旅遊休閒多元發展

今天的分享將集中於以下三個範疇，包括：

持續開發及投資創新非博彩元素，建設澳門成為世界旅遊休閒中心；積極推動文化體育產業和會展商貿發展；把高新科技應用於日常營運，為澳門科技產業發展出一分力。

持續開發與投資創新非博彩元素

“1+4”發展策略點明了促進旅遊多元化發展乃推動旅遊業可持續增長的重要措施。為促進旅遊休閒業的多元發展，新濠一直致力投放資源發展創新獨特的非博彩娛樂體驗，做優、做精、做強綜合旅遊休閒業，助力建設澳門成為“世界旅遊休閒中心”。

新濠影滙第二期

我們耗資 12 億美元發展的新濠影滙第二期已隆重開幕，當中包括有全澳門最大型的室內及室外水上樂園，為各年齡層的旅客提供全新、全天候、全年無休的獨特刺激水上玩樂體驗。項目亦設有兩座全新酒店，包括映星滙及澳門新濠影滙 W 酒店，兩座酒店為澳門增添約 900 間客房和套房。

憑藉這些獨特的新增項目，我們希望旅客可以探索現代城市之魅力，進一步實現澳門作為休閒旅遊勝地的願景。

多元創新活動帶來意想不到的驚喜

除有出色的硬件外，新濠亦不斷推陳出新，為旅客提供多元化的精彩活動，冀鼓勵旅客延長留澳時間。

我們在新濠影滙舉辦了亞洲首個尊屬系列演唱會。雲集華語樂壇天王天后的《新濠尊屬系列演唱會》將橫跨三年，合共上演 90 場精彩演出。今年，容祖兒、黎明及郭富城的尊屬系列演唱會已率先登場，成功吸引樂迷和旅客來澳觀賞，刺激消費。

而在新濠影滙，我們亦推出策略性的“勢在 B.Duck！玩轉新濠影滙”推廣活動，切合新濠影滙充滿活力的品牌概念及目標市場，提升我們的酒店住宿、娛樂及餐飲體驗。

人氣角色 B.Duck 遍佈整個綜合度假村，掀起全城打卡熱潮，並為旅客帶來更有趣的玩轉新濠新方式。推廣活動計劃更榮獲 2023 年度亞太旅遊協會 (PATA) 頒發“市場推廣——款客服務”金獎。

此外，澳門地標娛樂鉅獻《水舞間》亦正進行重塑構思，我們將運用創意，將《水舞間》的藝術、技術及娛樂性提升至新高度，以更壯觀、震撼的方式呈現觀眾眼前，為旅客帶來前所未有的驚喜感官之旅。

多方聯乘 打造獨一無二娛樂體驗

新濠亦與不同領域的企業合作，以促進跨界融合，從餐飲、娛樂設施、文化藝術等領域拓寬渠道，讓澳門旅遊產業更具吸引力。例如：

- 與多家內地黑珍珠鑽石級餐廳聯手呈獻《黑珍珠鑽石級餐廳巡宴》，以美食佳餚招徠貴賓，推廣澳門“創意城市美食之都”的招牌。
- 於新濠天地 The Showroom 設有多維體驗品牌藝術空間 — Artelli
- 今年 7 月在新濠天地載譽重臨的 TheArsenale “奢迷空間” 5.0 亞洲旗艦店，帶來超過 20 款全新激罕收藏級“全球最瘋狂玩具”。

而為響應粵港澳大灣區建設的重大國家戰略，新濠亦致力讓更多觀眾認識澳門這座文化之都、愛樂之城，並希望促進澳門與內地娛樂市場充分對接、交流互動。因此，新濠與內地知名媒體公司合作，把澳門的旅遊及文化元素更有效地推廣給全國觀眾，並透過深度合作，把更多旅遊和文化元素融入各項活動，進一步

將澳門打造為世界旅遊休閒中心。

公司早前與上海天娛傳媒及香草傳媒簽訂戰略合作協議，促進未來五年在業務方面的深度合作，攜手就影視產業高端人才、產業發展高峰論壇、綜藝 IP 及各種 IP 與澳門深融合等多項內容展開合作。其中，我們將於明年 1 月在新濠天地推出《亞洲打歌榜》活動，大家敬請期待。

積極推動文化體育產業和會展商貿發展

在推動文化體育產業方面，新濠致力開發及引進不同類型的文化體驗，通過項目多元，促進產業多元，從而更好的支持澳門經濟適度多元發展。

我們積極豐富文旅體育項目的內容類型，積極參與國內文旅體育盛事，支持展會、賽事、演出等活動在澳門的落地舉辦。

新濠天地 - 與當代知名藝術家合作策展

全國為支持“藝文薈澳：澳門國際藝術雙年展”這項藝術盛事，新濠與 Artelli 聯合主辦《Mr Doodle 塗鴉先生澳門首展》，於新濠天地展出 4 件全球首發大型藝術裝置，以及在 Artelli 放置了 24 件藝術品，以不同方式把他的作品呈現給觀賞者。透過《Mr Doodle 塗鴉先生澳門首展》，我們期望為澳門藝術家帶來塗鴉藝術創作啟發，同時也為市民及遊客帶來新的藝術觀賞體驗。

全力支持澳門體育發展

體育活動方面，新濠全力贊助和支持不同類型的體育活動，如澳門格蘭披治大賽車、與水同行環山跑、鐵人三項賽事等，以推動體育產業的發展，促進「旅遊 + 體育」的疊加效應。

除此之外，我們亦都配合特區政府推動大眾對身心健康及倡導健康生活習慣的關注，特別推出了“Reach! 新濠運動菁英育才計劃”，鼓勵所有同事積極參與運動及體能活動，共同發揮潛能。

計劃旨在透過為同事提供資源及培訓，如各類型的運動設施、場地和運動醫學講座等，協助同事於競技體育中盡展所長，爭取最佳成績。

自計劃推出以來，“新濠 Reach!” 團隊於自由潛水、保齡球、武術、乒乓球、鐵人賽等多項賽事中均取得佳績。

全方位部署創造會展無限可能性

在會展商貿方面，新濠目前提供多個不同類型的會展設施，為全領域會展產業賦予更多生命力及可能性。

為進一步吸引更多會議商務旅客來澳，我們計劃透過我們即將在香港、馬尼拉、新加坡和塞浦路斯開設的銷售辦事處，推廣澳門並開展戰略活動，吸引更多國際客戶，進一步促進會展產業的發展。

把科技應用於日常營運

為推動科技產業發展，新濠亦把高新科技應用於日常營運中，作智慧旅遊營銷、提升住宿體驗，以及實現可持續發展目標。

智慧旅遊營銷

新濠利用科技作智慧旅遊營銷，旗下“新濠風尚” 微信專頁及“Melco Club” 手機程式均設有電子會員招待計劃，為會員提供娛樂及餐飲資訊推廣及活動優惠，並提供各種禮遇及積分獎賞。

為提升客戶體驗，新濠在 Melco Club 手機程式、微信平台及 Facebook Messenger 上均配置了人工智能客服 Melvis，為客戶提供跨平台、多語言及個人化的服務。Melvis 配備實時聊天功能，能夠全天候協助有需要的客人，並會運用大數據適時為客戶推薦新濠旗下的酒店、餐飲及娛樂優惠。

摩珀斯酒店 - 科技智慧住宿

摩珀斯酒店作為新濠天地的旗艦項目，引入了多項科技智慧服務系統，提升住宿體驗。當中包括應用自家開發的智慧客房系統：MelSuite as a Smart-in-room Management System，讓客人可透過內置定位功能的平板電腦操控客房的燈光、電器、音響等，平板電腦亦會按客人身處的區域，自動切換到相關設置的操控功能。

同時，酒店亦應用大數據，為旅客提供度身訂造的服務。酒店管家會通過智能系統先行了解客戶需要，按客人以往入住時的喜好作房間佈置，並提前為客人提供入住期間的餐飲安排，預訂水療及購物作打點，務求令旅客能享受賓至如歸的旅程。

智慧營運 – 減排減廢

此外，公司積極採用嶄新科技，讓同事及賓客一同實現可持續發展目標。

在營運方面，新濠專注透過科技減少耗電、改善能源效益以及轉用可再生能源，以減輕營運對環境造成的影響。

過去幾年，我們擴大電動車計劃，增加電動車數目和充電樁數量，減少對柴油的依賴。

公司在新濠天地及新濠影滙的屋頂空間安裝了 18,000 塊太陽能光伏面板，是澳門最大型的太陽能項目。

減廢方面，我們與 Winnow 及倫敦政治經濟學院合作，利用先進的人工智能技術及行為科學減少員工用餐區的廚餘。經過五個月的測試後，成功減少食物浪費多達 35%。

另外，我們採用了 Nordaq 過濾添水系統，每年可節省約 1,480 萬個膠樽。

結語

以上是我今天的分享。特區政府的“1+4”發展策略為我們提供了清晰指引和目標，引領社會各界以創新方式推進適度多元發展，攜手發揮“旅遊+”聯動作用，疊加旅遊、文化、體育、美食及會展等元素，呈現澳門在不同方面的魅力，吸引更多不同旅客來澳體驗。

新濠對澳門旅遊休閒產業的發展充滿信心，我們將會繼續堅定不移地支持特區政府推動本澳經濟多元化發展。

有興趣知道更多的嘉賓和同學，歡迎瀏覽我們的網頁及社交平台，多謝各位！

金沙中國有限公司

電子商務部助理副總裁 - 趙龍飛先生

打通綜合性度假村的內容入口——以金沙中國為例

各位嘉賓上午好！

非常感謝大會邀請，我是來自金沙中國數字營銷和電子商務部的趙龍飛。對於“旅遊1+4政策下旅遊產品與服務的新思潮”這個主題，我將以內容為切口，通過金沙中國以數字化手段打通內容入口帶動旅遊產品和服務升級的實踐，與各位分享和探討我們的思考。

特區政府在今年8月發布了《澳門特別行政區經濟適度多元發展規劃(2024-2028年)》。這份未來五年的規劃體現了特區政府做好經濟工作的堅定信念，包含了優化經濟結構、強化經濟韌性的具體舉措，指明了在鞏固提升優勢產業的同時，構建既符合本地實際情況、又能帶動可持續發展的新興產業的成長路徑，以更大作為加快推動澳門經濟適度多元發展。其中，以綜合旅遊休閒業為主軸，帶領大健康、現代金融、創新科技和會展及文化體育四大產業發展的“1+4”適度多元產業發展戰略，將成為澳門未來五年發展注入強動能。

金沙中國是澳門綜合旅遊休閒業的主要成員，我們在跟合作夥伴和客人推介金沙中國時，常用到定位詞是 integrated resort——綜合性度假村，也會提到以下的幾個數字12,500、850、158、“1+2+4”，這些數字的背後代表了金沙中國持續提供優質的非博彩供給能力，在我們的認知裏，這不僅是提供給訪澳遊客的產品和服務，更是連接更多潛在客群、為澳門增加旅遊吸附力的內容入口。

在金沙中國，我們將持續輸出的產品和服務視作內容的重要組成部分，關鍵詞就是“產品內容化”。我們還通過搭建完整的傳播體系把內容輸出給更多海外使用者，實現優質內容出海。產品和用戶的關係如同親密關係，內容和用戶交互的層次越深、越持續，綁定度和信任感也越強。

我們堅信，有主題的物業都更容易吸引旅客。以威尼斯人為例，這個已經運作了超過15年的物業，在旅客心目的澳門必到景點清單上名列前茅，僅次於大三巴牌坊。這也是我們開發巴黎人的原因。後來當我們重新發展“金沙城中心”時，我們也覺察到要找來另外一個旅遊目的地，做出一個新的文旅地標性IP。

調查發現，中國受訪者心目中的“世界必到城市名單”上都不約而同出現了倫敦。因此，我們欣然決定延續歐洲主題，並且選擇了倫敦。澳門倫敦人本身已經是一個帶有明確主題的內容主體，具象化形成了大本鐘、水晶金殿、丘吉爾餐廳、DB 套房等帶有鮮明標識的產品。爲了讓用戶能夠迅速的了解產品和理解品牌調性，我們邀請戴維·貝克漢姆擔任品牌代言大使。從今年春節到 5 月澳門倫敦人盛大開業期間，我們將“貝克漢姆+澳門+倫敦人”這三個關鍵詞相結合，產出了豐富的優質內容矩陣，有與女足王霜聯動的新春集五福，也有與 Angelababy 時隔四年的夢幻聯動，這些極富有網感的內容通過微博、抖音、視頻號、支付寶、小紅書等平台快速傳播，讓澳門倫敦人在更多的用戶群中被安利、被種草，觸發他們在未來某一天開啓行程，來到澳門，來到澳門倫敦人。

金沙中國還擁有兩座綜藝館、四個劇院和一個會展中心，這些都爲我們引進不同類型的項目創造了客觀便利，面對大量優質項目的輸入，我們看重的不僅是這些項目帶來人氣的提升，更看重如何利用這些項目產出的內容，讓廣大遊客和我們度假區的產品和服務產生鏈接，催化更多奇妙的化學反應。

隨著疫情的放開，今年演出市場也迎來了爆發式復蘇，6 月在金光綜藝館連續舉辦 12 場的張學友巡迴演唱會，以近 11 萬人次的觀眾數量刷新了金光綜藝館的演唱會銷售記錄。此次巡演給澳門所帶來的經濟效益充分展現了金沙中國對持續促進澳門經濟及產業多元發展的決心。我們利用這個優質內容，聯動携程旅行等合作夥伴，再通過多樣的營銷手段，充分結合產品和服務，以携程平台爲軸聯動微博、微信、小紅書等社交媒體，產生了高質量的用戶觸達，讓大家記住的不只是一場張學友的演唱會，更是 2023 年半夏時節在澳門的感動與美好。

除了藝人巡演，引入大型平台活動也是我們做好內容的另一把“金鑰匙”，金沙中國一直與國內各主流平台保持著良好的合作關係，過去數年舉辦過多次大型平台活動。在這些活動過程中，我們的角色逐步從一個活動的支持方升級爲項目的共創方，讓金沙中國本身就成爲一個獨立的內容平台。今年 7 月，我們聯動頂級體育 IP 丁俊輝，共創首屆斯諾克時尚之夜，體育+文藝跨界聯動，把澳門倫敦人的產品特性與活動內容有效結合，圍繞丁俊輝+貝克漢姆、丁俊輝+他的朋友們產出的內容裏，倫敦人的產品和服務自然地融入其中。

接下來，金沙中國將通過邀請更多頂級表演者到澳門進行演出、聯動頭部平台共創大型活動 IP 和引入更多高水平的國際性體育賽事等手段，全方位支持及

配合特區政府的“1+4”適度多元發展策略。

同時，在今年 BEYOND Expo 期間，我們宣布金沙綜合度假村孵化中心正式創立，旨在透過一系列具有針對性的研討會和競賽活動，鼓勵科技創新、發掘具有發展潛力的本地創新企業。由金沙中國與 BEYOND Expo 合辦的“金沙中國智慧度假村科創大賽”，旨在尋找能够提升綜合度假村客戶體驗的科技創新解決方案。這是我們支持本地科研及科研成果轉化，在科創領域投放資源促進產業發展的創新模式。

以上就是我們在以內容為入口，把旅遊產品和服務內容化，旨在讓更多人了解澳門、了解金沙作出的實踐與探索。未來我們也希望與在做各位同仁一起，以旅遊產品和服務的升級與創新為切入點，深度參與“1+4”適度多元發展策略，助力澳門優化經濟結構，增強經濟韌性，實現高質量發展。

澳娛綜合度假股份有限公司

市場推廣高級副總裁 - 劉鍾岱先生

旅遊 1+4 政策下的澳娛綜合旅遊產品

各位早上好！很高興代表澳娛綜合度假股份有限公司出席今天的“澳門理工大學-2023 旅遊娛樂科技創新年會”，接下來跟大家分享“旅遊 1+4 政策下的澳娛綜合旅遊產品”。

首先簡單說明一下“1+4”，指的就是“1+4 經濟適度多元發展策略”，是澳門特區政府在 2024-2028 年經濟發展規劃的依據之一。“1”是指世界旅遊休閒中心這個目標，“4”就是持續推動中醫藥大健康、現代金融、高新技術、會展商貿和文化體育。通過這四大重點產業，促進旅遊休閒多元發展，為澳門構建出實際且可持續發展的產業結構。

而澳娛綜合作為澳門六大綜合度假休閒企業之一，旗下的澳門上葡京綜合度假村，以及新葡京酒店，無論在酒店住宿、餐飲服務，或是水療設施等，均獲得了《福布斯旅遊指南》五星評級認可。一系列的優質旅遊設施，以及度假村的多元化場地，為開發旅遊產品和服務奠定良好基礎，我們亦藉此優勢，圍繞著“1+4”的策略進一步發展。同時，根據澳門統計局最新數字，今年 8 月入境旅客超過 322 萬人次，其中過半數都是不過夜旅客。旅客逗留時間會直接影響相關經濟收益，所以我會分享幾項澳娛綜合近期推出的旅遊產品，分析當中如何達到延長旅客留澳時長的目標。

以時下熱話為例，相信大家都留意到澳門代表隊前天在杭州亞運又獲得一面武術金牌了。繼第 31 屆世界大學生運動會（“世大運”）1 金 3 銀 3 銅的驕人成績之後，大家都看到澳門的武術體育成就。這便是“1+4”當中的體育部分。體育正是澳娛綜合重要發展項目之一，我們相信，運動能夠凝聚人文，建設健康、積極、活力四射的社區。澳娛綜合一直積極響應和推動“體育 + 旅遊”，我們針對不同類型的體育活動，推出不同的旅遊產品，藉此打造豐富的體育旅遊體驗。

今年 8 月份，我們舉辦了“2023 澳娛綜合第十一屆亞洲青少年武術錦標賽”，為澳門未來的武術人才搭建發展橋樑，同時希望利用自身旅遊優勢，打造澳門成為武術體育愛好者的集中地。旅客可以在觀賞精彩體育賽事的同時，享受澳門的五星級酒店服務，而各地的武術運動員新秀們也可以來澳門集訓，在安全

舒適的環境下進行體育交流。

對於即將在 10 月中舉辦的“澳娛綜合澳門高爾夫球公開賽”，我們除了推出住宿套票、觀賽貴賓包廂體驗外，更推出“職業—業餘配對賽體驗”，吸引世界各地的高爾夫球愛好者訪澳。我們知道，亞洲各地有過千個優秀的高爾夫球場，澳門想突圍而出，必須展現與別不同的魅力。澳門的高爾夫球賽場坐擁南中國海的景色，附近圍繞著多家國際五星級酒店、米其林星級餐廳，而且澳門的藝術及娛樂項目豐富多彩。此外，澳門交通便捷，能輕鬆到訪粵港澳大灣區的其他高爾夫球場。我們突顯出澳門高爾夫球賽場的特色和優勢，確立“休閒度假及高爾夫假期的最佳地點”這個定位，藉此吸引高爾夫球愛好者訪澳，開拓澳門國際旅遊市場。

在“1+4”的策略中，體育產業是各地區振興旅遊業、推動經濟復甦的重要方向之一，疫情後，特區政府也加大對體育範疇的投放力度。澳娛綜合在此時大力推出體育範疇的旅遊產品，為有關項目創造市場，有效實現體育旅遊的進一步發展。

文化藝術方面，澳娛綜合一直都視藝文為發展核心。作為紮根澳門的本地企業，我們一直竭力支持和舉辦不同類型的文化活動，規模逐步擴展至國際水平，同樣以主題活動和多元化延伸活動的聯合效應，打造更豐富的旅遊體驗，加強澳門對過夜旅客的吸引力，拓展國際旅客市場。

適逢中秋國慶雙佳節，澳娛綜合現正舉行“燈影幻彩慶團圓”大型燈藝展。這是我們第二年舉辦這項活動，我們也很榮幸帶動了社會各界更積極地關注花燈藝術這項中華傳統文化。根據去年數字，燈藝展期間，上葡京和新葡京的到訪人數都有了顯著上升。即便是“十·一黃金周”結束後，酒店入住率仍然達理想水平。在這樣的前提下，今年的活動規模擴大，邀請了亞洲區的知名藝術家和澳門藝術家合作，既支持了澳門特區“以中華文化為主流，多元文化共存的交流合作基地”的發展定位，同時提升澳門文化旅遊的亞洲知名度。

為了豐富旅遊體驗，我們推出專業導賞、“圍爐煮茶”賞燈會、“花燈塗鴉”親子藝術工作坊等老少咸宜的旅遊產品。

我們同期也舉辦了《Miffy 創意展—時尚旅遊》，將國際 IP 引入澳門，更邀請了澳門扶康會的展能藝術家繪畫具有本地特色的 Miffy 作品，讓世界各地看到

澳門的文化多樣性，突顯出澳門文化旅遊的獨特性。創意展同時結合了作品展覽、互動遊戲、集章尋寶、主題餐飲，以及不限年齡和國籍都可以參與的「Create Your Own Miffy 設計比賽」，為旅客和市民打造多元化旅遊體驗。

澳娛綜合充分賦能於花燈藝術這項中國非物質文化遺產，發展成全新的品牌活動，並引入國際 IP 授權展，充實“1+4”的文化產業發展內容。

“1+4”除了強調產業結構，更重要的是達成“世界旅遊休閒中心”這個建設目標，因此，澳娛綜合的藝文旅遊產品非常強調世界性和休閒性。同時，我們亦將科技融入藝術展覽，就如目前在上葡京舉行的《虛擬凡爾賽宮之旅》展覽，希望能帶給各位旅客沉浸式體驗。

今天跟大家簡單舉了幾個例子，看到澳娛綜合在“1+4”策略以及澳門特區政府的政策下，如何結合自身優勢，發揮“旅遊+”效應，推出“體育+旅遊”以及“文化+旅遊”等多元化的旅遊產品，以主題活動結合多元化延伸活動的形式，豐富旅遊體驗，鼓勵旅客延長留澳時間，更提升對海外旅客的吸引力，藉此開拓國際旅遊市場。希望能夠給各位一點參考。謝謝。

永利

商務拓展助理副總裁 - 倪孟正博士

2022 年度項目

社區及政府關係: JASON NI 的團隊



2022 年度項目時間表

	一月	二月	三月	四月	五月	六月	七月	八月	九月	十月	十一月	十二月
1 高新寶龍情人節活動		•										
2 吳宇讀書會		•										
3 永利學院酒店管理創新賽			•									
4 永利中旅大健康旅遊套票			•	•	•	•	•	•	•	•	•	•
5 鏡湖醫院 - 員工獎勵悠閒遊				•	•	•	•	•	•	•	•	•
6 江門同鄉會就職典禮				•								
7 經濟民生聯盟成立典禮					•							
8 「琴澳盃」足球聯賽暨足球嘉年華					•							
9 “濠江之春”及“澳門文化藝術界新春大聯歡						•	•	•	•	•	•	•
10 永利關愛生命體驗館							•	•	•	•	•	•
11 澳門出版傳播中心							•	•	•	•	•	•
12 永利紙杯蛋糕工作坊							•	•				
13 中國人民大學金融研討會								•				
14 新時代台灣問題白皮書（澳門）研討會								•				

	一月	二月	三月	四月	五月	六月	七月	八月	九月	十月	十一月	十二月
15 浙江師範大學研學旅行									•			
16 永利鏡湖中醫健康講座									•			
17 第25屆IEEE智能交通系統國際會議									•			
18 世界中醫藥學會聯合會中藥鑑定學術年會										•		
19 展翅飛翔 青年領袖培訓計劃畢業禮											•	
20 第十二屆中國（澳門）國際遊艇進出口博覽會											•	
21 甘肅風情攝影展											•	
22 澳門江門中小學師生書法聯展											•	
23 創排大型澳門紅色題材粵劇											•	•
24 永利 鏡海學者 研究計劃匯報會											•	
25 永利鏡湖危重症救治計劃											•	
26 防疫視角下智慧校園與圖書館建設												•
27 第14屆亞洲有機電子學會議												•
28 2022澳門國際環保合作發展論壇及展覽 MIECF												•
29 星薈澳門 海利音樂藝術教育13周年聖誕晚宴												•
30 澳門國際文化美食節（橫琴站）暨第三屆粵澳文化美食巡禮												•

1

高新寶龍情人節活動 2022年2月12-13日

COMPLETED

- 關於:
 - 永利踏進珠海高新寶龍 宣傳非博彩元素
 - 永利於2022年2月12-13日情人節週末期間，在珠海高新寶龍廣場 MACAU SPACE 展位推出首場活動，在大灣區推廣永利的非博彩內容。期間向客人贈送價值澳門幣100元的永利餐飲券以及精緻的紀念品。
- 永利參與度: [高] 人手，餐飲券，紀念品贊助

主辦單位:

永利
wynn.

1

高新寶龍情人節活動 2022年2月12-13日

COMPLETED

- 關於:
 - 永利踏進珠海高新寶龍 宣傳非博彩元素
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- 永利參與度: [高] 人手，餐飲券，紀念品贊助

主辦單位:

永利
wynn.

3

永利學院盃酒店管理創新賽 2022年3月5日

COMPLETED

- 關於:
 - 【永利學院盃酒店管理創新賽助力未來新星】
 - 由永利獨家冠名贊助，澳門大灣區人力資源協會承辦的《全國高校商業精英挑戰賽——永利學院盃2021酒店管理創新大賽》於2022年3月5日假永利皇宮舉行總決賽暨頒獎禮。
 - 比賽共有四十隊近二百名來自本澳各大專院校學生參與，最後十三支隊伍順利出線並角逐「調研報告組」和「策劃方案組」的冠亞季軍。
 - 比賽透過以探討改進及創新酒店管理方案為主題，讓參賽學生運用課堂上學到的管理知識，自行調研、撰寫出大膽創新的計劃書，藉此提高學生對商業管理知識的了解和興趣，對培養澳門酒店業的各職能人才有着重大意義。
 - 參與人數: 200人
- 永利參與度: [高] 現金，場地，餐飲贊助

獨家冠名贊助:

永利
wynn.

4

永利中旅大健康旅遊套票 2022年3月-12月

COMPLETED

■ 關於:

- 為擴大永利在中國內地的客源，永利與澳門中國旅行社聯手推出大健康旅遊套票，此項目會先於本地（澳門）市場推出，並在疫情後進一步推向內地市場。



合作單位:

永利
Wynn

- 永利參與度: [高] 套票規劃 + 優惠房間

0%

100%

5

鏡湖醫院 - 員工獎勵悠閒遊 2022年4月-9月

COMPLETED

■ 關於:

- 永利與鏡湖醫院合作推出 - 員工獎勵悠閒遊。在2022年4月至2022年9月期間，鏡湖醫院的員工可享受固定的折扣房價，並可以以固定折扣價格升級到更豪華的房間類型。鏡湖醫院將為員工支付基本房型的房間費用；任何額外費用如升級等將由其員工自行支付。
- 參與人數: 2000+人

合作單位:

永利
Wynn

- 永利參與度: [高] 折扣房間 + 方案規劃

0%

100%

6

江門同鄉會就職典禮 2022年4月28日

COMPLETED

■ 關於:

- 永利支持澳門江門同鄉會就職典禮
- 永利贊助澳門江門同鄉會於2022年4月28日在氹仔永利皇宮舉行第五屆理監事就職典禮，全國政協副主席何厚鏞、中央人民政府駐澳門特別行政區聯絡辦公室副主任張榮順等主禮嘉賓列席典禮。
- 參與人數: 200+人

支持單位:

永利
Wynn
CARE

- 永利參與度: [中] 場地 + 餐飲贊助

0%

100%

7

經濟民生聯盟成立典禮 2022年5月5日



- 關於:
 - 永利支持澳門經濟民生聯盟成立典禮
 - 澳門經濟民生聯盟在兼顧本地企業及居民服務的同時，將積極與大灣區、深合區等政府及企業單位、社團組織緊密聯繫，務實推進澳門與內地在企團、民居及青年事務交流合作，為本澳經濟適度多元及居民青年融合而努力。
 - 參與人數: 200+人

支持單位:



- 永利參與度: [中] 場地 + 餐飲贊助



0% 100%

8

「琴澳盃」足球聯賽暨足球嘉年華 2022年5月28日



- 關於:
 - 【「琴澳盃」足球聯賽暨足球嘉年華啟動，打造琴澳文體交流平台】
 - 由 橫琴粵澳深度合作區民生事務局 指導，永利關愛基金會和 橫琴足球協會 主辦的第七屆「琴澳盃」足球聯賽暨足球嘉年華，於2022年5月28日在珠海橫琴開賽。是次比賽是橫琴粵澳深度合作區掛牌成立以來舉行的首個大型足球賽事，吸引來自澳門和橫琴的8支隊伍進行兩天的比賽。各隊球員在綠茵場上激烈角逐，場面熱鬧！
 - 永利一直積極舉辦各類國際體育賽事和品牌體育盛事，藉此逐步拓展體育、文化、旅遊事業多元發展的新業態。此次參與舉辦「琴澳盃」，希望能搭建一個良好平台，持續推動澳門與合作區深合區「體育+」多元發展與緊密合作，進一步助力橫琴國際休閒旅遊島和澳門世界旅遊休閒中心建設。
 - 參與人數: 8支隊伍
 - 永利參與度: [高] 出席，活動規劃

主辦單位:



0% 100%

9

“濠江之春”及“澳門文化藝術界新春大聯歡” 2022年6月-2023年5月



- 關於:
 - 澳門中華文化聯誼會為非牟利團體，以弘揚中華優秀文化傳統，團結澳門文藝界人士，加強兩岸四地以至世界各地文藝界人士的聯繫，增進友誼，促進交流與合作為宗旨。澳門中華文化聯誼會多年來在澳門中聯辦、國家文旅部、中國文聯的大力支持下，積極團結澳門文化藝術界人士，不斷深化澳門與內地暨粵港澳大灣區城市間的文藝交流合作。
 - 本次戰略合作，永利(乙方)將支持澳門中華文化聯誼會(甲方)每年在澳門特別行政區舉辦“濠江之春”大型系列活動和“新春澳門文化藝術界大聯歡”活動，搭建澳門與內地文藝交流合作平台，深化粵港澳文藝交流合作；廣泛團結澳門藝術家，培育澳門青年文藝人才。甲方通過有關活動命名、標識和宣傳等方式，提高乙方在澳門與內地的知名度和美譽度，助力乙方發展多元化業務。雙方合作推動澳門文藝繁榮和文化產業發展，參與粵港澳人文灣區建設。
 - 乙方將在此備忘錄簽署後的第一年資助甲方總值不超過澳門幣三百萬的活動所需資源或經費(經費部分採實報實銷)，主要用於支持“濠江之春”大型系列活動和“澳門文化藝術界新春大聯歡”活動的場地、設備裝置、交通餐飲、酒店住宿、宣傳傳播等項目支出，並對資助經費使用情況予以審核。

支持單位:



- 永利參與度: [高] 現金 + 酒店房間 + 活動場地 (合計: 300萬澳門幣)



0% 100%

10

永利關愛生命體驗館 2022年9月起 (進行中)



關於:

- 澳門鏡湖護理學院——永利關愛生命體驗館澳門鏡湖護理學院於離島醫療綜合體校址四樓設立“永利關愛生命體驗館”，其設施內包括母嬰區、兒童青少年區、成人區、長者區、臨終體驗、中醫養生諮詢六大區塊，永利關愛生命體驗館總建築面積415平方米。向社會大眾推廣大健康理念，通過教學、研究與服務宣傳護理知識及健康資訊，對社會產生積極的影響。

合作單位:



- 永利參與度: [高] 資助 280萬澳門幣

0%

100%

11

澳門出版傳播中心 2022年10月起 (進行中)



關於:

- “中華文化源遠流長，需要隨著時代轉變有創新的表達形式和管道，書籍向來是傳承中華優秀傳統文化的重要途徑，文化公所誠意邀請永利澳門開展長期性、高規格的合作計劃，共同推進“澳門出版傳播中心”，透過圖書出版和發行，以澳門為基地，以營運澳門出版傳播中心為著力點，開展對外交流與合作，聯手打造文化品牌——“澳門出版傳播中心”。
- “澳門出版傳播中心”將推動三大工作方向，包括：1. 圖書出版和發行；2. 文化活動的傳播(如：北京/廣州書展)；及3. 澳門本地教材教輔及教學資源開發。並以甲乙雙方名稱對外宣傳。
- “首屆澳門出版論壇”於2022年12月18日假永利皇宮舉行，活動由#澳門文教出版協會主辦，#中聯辦宣傳文化部指導，永利關愛基金會、#澳門出版傳播中心、#文化公所承辦，#澳門出版協會、#澳門啟元出版社支持，獲文化界各方代表的大力支持。
- 澳門出版傳播中心同場成立，是集圖書發行、文化傳播、業界交流為一體的綜合性文化機構。中心由永利關愛基金會、澳門文教出版協會、文化公所共同打造，永利冀透過支持圖書出版和發行，貫徹永續支持教育及家國文化培養的理念，與各界開展交流合作，共同打造文化品牌，並更好推動整合本地出版發行資源，深入推進澳門與國內外出版發行業界的交流與合作。

承辦單位:



- 永利參與度: [高] 資助 160萬澳門幣

0%

100%

12

永利紙杯蛋糕工作坊 2022年7月-8月



關於:

- 為振興本地旅遊業，澳門旅遊局宣布繼續推行去年深受歡迎的“澳人食住遊”計劃。今年更深化路線，並計劃於其中一站到永利皇宮舉辦紙杯蛋糕30人工作坊，原定活動日期為暑假7月至8月檔期，逢星期二及星期三Pool Cafe舉行，活動希望結合中國的航天科技主題，共同慶祝祖國發展一日千里的航天工程。

主辦單位:



- 永利參與度: [高] 場地、餐飲、活動規劃

0%

100%

13

中國人民大學金融研討會 2022年8月17-21日

COMPLETED

■ 關於:

- 永利支持由著名金融專家吳曉求教授領銜，來自中國人民大學的學術團隊於澳門進行金融調研。
- 學術團隊於2022年8月17日至21日赴澳門開展課題調研交流。

支持單位:

永利
Wynn

- 永利參與度: [高] 場地, 餐飲, 交通, 酒店房間



14

新時代台灣問題白皮書（澳門）研討會 2022年8月23日

COMPLETED

■ 關於:

- 在新時代台灣問題白皮書發表之際，澳門社會各界隆重舉行新時代台灣問題白皮書（澳門）研討會暨紀念「九二共識」30周年問答上綫啟動儀式，活動於8月23日在永利皇宮宴會廳舉行，旨在表達海內外中華兒女反對“台獨”分裂和外部勢力干涉，展現追求祖國統一的堅定意志和堅強決心。

場地支持:

永利
Wynn

- 永利參與度: [高] 場地, 餐飲, 活動規劃



15

浙江師範大學研學旅行 2022年9月22日

COMPLETED

■ 關於:

- 2022年9月22日，永利迎來了來自浙江大學的大學生和老師們，在這個研學旅行團期間，永利人才培育及發展部代表首先致歡迎辭，與同學們分享永利的文化。介紹結束後，團隊安排了學生們去了解一些標誌性的永利皇宮餐廳，以及酒店後動區的一些設施。最後，永利社區及政府關係部代表隨後分享了“Wynn Care”品牌的理念、願景和成果，為整個行程畫上了句號。

合作單位:

永利
Wynn
永利關愛
CARE

- 永利參與度: [高] 場地, 活動規劃



16

永利鏡湖中醫健康講座 2022年9月26&27日

COMPLETED

■ 關於:

- 永利與鏡湖醫院於2022年9月26日至27日在永利澳門及永利皇宮後勤區舉辦健康講座，向我們的團隊成員介紹有關肩頸痛的知識。在健康講座中，鏡湖代表分享了一些預防肩頸疼痛的小竅門，以及避免在工作中進一步傷害頸肩的姿勢。健康講座結束後，每位與會者都獲贈了來自鏡湖的中草藥作為禮物。

合作單位:



- 永利參與度: [高] 場地，活動規劃



17

第25屆IEEE智能交通系統國際會議 2022年10月9日

COMPLETED

■ 關於:

- 第25屆IEEE智能交通系統國際會議 (IEEE ITSC 2022)，在澳門科技大學和澳門永利皇宮，於2022年10月8至12日期間成功舉行。會議由國際電機電子工程師學會 (IEEE) 和IEEE智能交通系統學會主辦，中國自動化學會與澳門科技大學聯合承辦，由永利澳門有限公司作場地贊助。
- 10月9日的開幕大會在永利皇宮隆重舉行，當天共吸引了來自全球30多個國家地區的8739名專家學者在線參與。會議現場有200多人線下參加。

場地支持:



- 永利參與度: [高] 場地，餐飲，活動規劃



18

世界中醫藥學會聯合會中藥鑑定學術年會 2022年10月21-22日

COMPLETED

■ 關於:

- 由世界中醫藥學會聯合會、澳門中醫藥漢方體驗中心等聯合主辦，廣東省粵港澳合作促進會為指導單位的“世界中醫藥學會聯合會中藥鑑定專業委員會第九屆學術年會暨二〇二二中醫藥數字化全球高峰論壇”於2022年10月21日上午九時假永利皇宮宴會廳舉行開幕式，主題為“中藥質量與數字信用”。

支持單位:



- 永利參與度: [高] 場地，交通，餐飲，活動規劃



19

展翅飛翔 青年領袖培訓計劃畢業禮 2022年11月6日



關於:

- 民眾青年會主辦、教育及青年發展局贊助、永利關愛支持的“展翅飛翔青年領袖培訓計劃”2022年11月7日於永利皇宮宴會廳舉行閉幕禮，48名14歲至39歲學員經培訓後獲頒畢業證書。培訓內容包括大灣區發展趨勢專題講座、領袖演講比賽和探訪弱勢社群等。民眾青年會期望透過計劃發揮青年學員潛能，增強家國情懷、社會責任感、國際視野及綜合競爭力，並鼓勵青年緊握人生航向，為社會未來作出具意義的貢獻。

場地支持:



- 永利參與度: [中] 場地, 餐飲



0%

100%

20

第十二屆中國（澳門）國際遊艇進出口博覽會 2022年11月10-13日



關於:

- 永利大力支持於2022年11月10日至13日舉辦之第十二屆中國（澳門）國際遊艇進出口博覽會。展會邀請境內外四十餘艘遊艇參展，水陸展覽總面積逾五萬平方米，參展商數量及貨品量較過往有顯著提升，將進一步促進境內外遊艇品類的交流，吸引近萬人次的高淨值客戶及專業採購商參觀，充分展現各大遊艇品牌聚集澳門發展遊艇產業的獨特優勢。
- 另外，2022中國（澳門）遊艇產業發展論壇於11月10日舉行，邀請政府、海事、企業、行業協會等代表共聚一堂，可從碼頭建設、產品設計、遊艇製造、供應鏈、消費者需求等多重角度分析國際和國內遊艇產業發展狀況，展望遊艇產業未來的發展趨勢與前景，探討中國遊艇產業的發展策略，為大灣區新發展開啟新思路、新方向和新機遇。

支持單位:



- 永利參與度: [高] 場地, 交通, 餐飲, 活動規劃



0%

100%

21

甘肅風情攝影展 2022年10月29日-11月6日



關於:

- 澳門甘肅聯誼會主辦，澳門攝影學會協辦，永利澳門及上品廣告策劃有限公司為支持單位的“甘肅風情攝影展”於10月29日在永利皇宮酒店展覽廳揭幕。展出六十幅甘肅大地風光名勝、風土人情的攝影作品，展示甘肅的魅力與風情，冀讓澳門居民觸摸歷史，品味文化，了解甘肅、喜愛甘肅、走進甘肅，感受甘肅獨具特色的文化底蘊、自然風光和經濟社會發展成就，譜寫新時代龍澳合作發展新篇。

支持單位:



- 永利參與度: [小] 場地



0%

100%

22

澳門江門中小學師生書法聯展 2022年11月12日-20日

COMPLETED

關於:

- 由澳門中華文化聯誼會、江門市文學藝術界聯合會主辦，“澳門江門中小學師生書法聯展”於11月12日假永利皇宮展覽廳揭幕，展出兩地中小學師生書法作品逾一百二十幅。主辦單位冀藉聯展促進兩地傳承發展中華優秀傳統文化，推動兩地文藝事業融合發展，增強地區文化軟實力。

支持單位:

永利
Wynn

永利參與度: [小] 場地



0%

100%

23

創排大型澳門紅色題材粵劇 2022年11月起 (進行中)

COMPLETED

關於:

- 為迎接黨的二十大勝利召開，以實際行動推動大灣區文藝發展，促進澳門文化品牌推廣，加強兩地文化合作，通過藝術交流、共同演出、共同創作等方式來促進兩地文化交融，助力粵港澳大灣區的文化發展，豐富兩地人民精神文化生活，表達兩地在一國兩制背景下，人文相近，文化相融，共同頌歌英模，歌頌祖國。甲乙雙方經協商決定，合作創排以澳門愛國人士柯麟先生為題材的大型紅色粵劇《柯麟醫生》（劇名暫定）。

支持單位:

永利
Wynn

永利參與度: [高] 400 萬人民幣



0%

100%

24

永利 鏡海學者 研究計劃匯報會 2022年11月24日

COMPLETED

關於:

- 為貫徹「教育興澳、人才建澳」的發展理念，支持海內外高端科研人才集聚，永利渡假村(澳門)股份有限公司踐行企業社會責任，向澳門科技大學捐贈為期兩年，每學年澳門幣三百萬元用於支持大學「永利 鏡海學者」高端人才引進，助力教研及學術發展。
- 「永利 鏡海學者」研究計劃匯報會於2022年11月24日下午在#澳門科技大學A501會議室順利舉行。
- 在研究計劃匯報會中，李良教授介紹了加入澳門科技大學後的研究計劃和當前課題組建設的進展，亦詳細匯報了最近以澳門科技大學為通訊作者單位發表的量子點研究成果（Nature Photonics 2022, s41566-022-01103-x; ACS Energy Lett. 2023, 8, 151-158; ）。
 - 2022-2023學年（2021年12月已捐贈澳門幣300萬元）
 - 2023-2024學年（2022年11月已捐贈澳門幣300萬元）

支持單位:

永利
Wynn

永利參與度: [高] 為期兩年，每學年澳門幣三百萬元



0%

100%

25

永利鏡湖危重症救治計劃 2022年11月



■ 關於:

- 資助金額 600 萬澳門幣(2022年度)由永利關愛基金會以捐款形式給予鏡湖醫院慈善會。
- 永利一直積極關注本澳醫療服務的需求和長遠發展等議題，為進一步支援危症病人的救治工作，永利與鏡湖醫院慈善會於2021年聯合宣佈推出「永利鏡湖危重症救治計劃」，為面對家庭經濟困難的危重症患者及其家人，提供適時的經濟援助，協助他們渡過難關。透過啟動計劃，永利首年先撥款澳門幣600萬作為2021年度的資助金額，並以捐款形式交予鏡湖醫院慈善會。根據雙方共識，有關計劃具持續性，並每年定期檢討成效及需求，務求讓有關資源救助更多有需要人士。

支持單位:



- 永利參與度: [高] 600 萬澳門幣 (2021+2022年 總額 = 1200 萬澳門幣)



26

「防疫視角下的智慧校園與圖書館建設」研討會 2022年12月2日



■ 關於:

- 由澳門科技大學主辦的「防疫視角下的智慧校園與圖書館建設」研討會於2022年12月2日至3日分別假永利澳門和澳門科技大學成功舉辦。研討會由華為(香港)澳門分公司合辦，並得到了澳門基金會的資助和永利關愛基金會的支持。
- 「防疫視角下的智慧校園與圖書館建設」研討會吸引了400多人通過線上及線下形式參與。

場地支持:



- 永利參與度: [中] 場地、餐飲



27

第14屆亞洲有機電子學會議 2022年12月7日



■ 關於:

- 第十四屆亞洲有機電子學會議(The 14th Asian Conference on Organic Electronics, A-COE 2022)於2022年12月6至9日期間在澳門科技大學和澳門永利皇宮酒店成功舉行。會議由澳門科技大學主辦，蘇州大學協辦，永利澳門有限公司提供場地及主要會議贊助。
- 12月7日上午大會開幕式在永利皇宮酒店隆重舉行，開幕式吸引了來自中國內地和澳門本地的200多人現場參加，同時亦有百餘位來自日本、韓國、中國內地、台灣、香港、澳門等國家和地區的有機電子學專家線上參加。

場地支持:



- 永利參與度: [中] 場地、餐飲



28

2022澳門國際環保合作發展論壇及展覽 MIECF 2022年12月9-11日



關於:

- 由澳門特別行政區政府主辦，永利支持的「2022澳門國際環保合作發展論壇及展覽」已經順利舉行，感謝各界的支持。大會以「匯力綠色發展 邁進雙碳目標」為主題，旨在促進國際實踐環保減碳，推動綠色發展新趨勢，是次年度環保盛事，是出業界及活動主辦方共同建構的重要里程碑。
- 永利一直致力為教育作出貢獻，自2020年起，支持澳門培正中學參加年度舉行的「國際遺傳工程機器設計競賽」(iGEM)，除了贊助團隊部分經費外，永利亦多維度向學生提供寶貴的建議，賦能青年發揮創科精神。
- 今年，培正iGEM小組以解決食物供應和環境問題為目標，通過酸鹼值調控與植物激素控制增益植物生長，並減少植物發芽所需時間，改進現有的水培系統。此外，團隊還設計並製造了一個適應澳門地獄人機特性的多層組合水培系統以推廣水耕種植法；小組最終獲得iGEM設計競賽高中組全球第二，以及最佳硬件設計和最佳永續影響的單項獎。
- 因此，永利藉此機會將這套水培系統在MIECF的永利展位中公開展示給公眾及邀請培正iGEM小組到現場作介紹。

支持單位:



- 永利參與度: [高] 製作, 設計及展示永利展位

0%

100%

29

星薈澳門·海利音樂藝術教育12周年聖誕晚宴 2022年12月17日



關於:

- "星薈澳門·海利音樂藝術教育13周年聖誕晚宴"於2022年12月17日假永利皇宮舉行。活動由星薈音樂及藝術推廣協會及海利音樂藝術教育中心II主辦，永利關愛及東西匯贊助，維思科技有限公司及詩韻鋼琴城支持，活動得以成功舉辦，有賴各方面的支持。
- 晚宴為本地熱愛音樂及藝術創作的兒童和青少年提供表演和交流的機會，有助他們提升演奏技巧和增強自信，希望在聖誕節這個普天同慶的日子裡，讓學員們向大家展示在過去一年在音樂學習及藝術創作上的成果。此活動有助提升本地兒童和青少年對音樂和藝術的興趣，鼓勵他們透過活動分享創作成果。

支持單位:



- 永利參與度: [中] 場地·餐飲

0%

100%

30

澳門國際文化美食節(橫琴站)暨第三屆粵澳文化美食巡禮 2022年12月24日-2023年1月1日



關於:

- 澳門國際文化美食節(橫琴站)暨第三屆粵澳文化美食巡禮,在12月24日起一連九天聯袂亮相橫琴勵駿龐都廣場,為粵澳市民及旅客帶來豐富的澳門「視覺+味覺」盛宴。美食節吸引到澳門、珠海以及粵港澳大灣區和內地眾多城市的近百家餐飲企業共襄盛舉呈獻中外美食。
- 為支持澳門本地中小企更進一步把握大灣區發展機遇,並推動澳門及橫琴兩地的發展,永利作為「澳門國際文化美食節橫琴站」支持單位之一,藉著聖誕節,邀請澳門特色中小企來到橫琴,共同感受並參與這一盛事,透過展示本澳特色美食文化促進餐飲業的經驗交流與合作。永利期望未來協助更多優秀的澳門中小企體驗更加多樣化的營商環境,為進一步融入大灣區做好準備。

支持單位:



- 永利參與度: [高] 100 萬人民幣

0%

100%

澳門理工大學

博彩旅遊教學及研究中心 - 賴嘉偉教授

人工智能融入旅遊產品的挑戰

為什麼服務創新很重要？因為旅遊娛樂服務企業一方面可以通過服務創新來提高企業生產力，而另一方面可以透過提供創新的服務提高客戶的滿意度。儘管我們知道旅遊娛樂服務創新很重要，但如何找到創新點和方式仍然是一個問題。

現時最流行的話題，都離不開人工智能，而什麼是人工智能呢？人工智能是電腦科學的一個領域，製定演算法，包括學習、推理和理解。人工智能已經存在了幾十年，但直到最近才變得足夠先進和可靠，可以執行複雜的任務。如今，使用數據來執行機器學習，從數據分析和解決問題到語音翻譯、直接訊息傳遞和改進個人化服務等任務。因為人工智慧可以快速執行任務，節省企業的時間和金錢，同時減少人為錯誤，所以很多企業都開始部署使用人工智能優化其運作，旅遊娛樂服務業也不例外。

人們相信人工智能正在改變旅遊娛樂服務產業，人工智能在服務管理中的最大好處之一就是提高效率和生產力，為旅遊娛樂服務企業提供強大的工具來提高客戶滿意度和忠誠度。在本質上，人工智能就是一種創新。另一方面，我們可以透過使用人工智能來引領產品和服務創新。換句話說，就是使用人工智能技術來找出創新點和方式，在旅遊娛樂業中用於創建新的產品和服務。

用戶生成內容(也稱為UGC)是由客戶創建並發佈在社交媒體的原創內容，用戶生成內容有多種形式，包括圖像、影片、評論、推薦。一方面，消費者檢索和閱讀相關的用戶生成內容做旅遊消費決定，另一方面，用戶在不同旅遊評論平台、專業旅遊社群媒體上給予的旅遊產品和服務回饋，因用戶生成內容包含了消費者對產品的想法、意見和感受，這些用戶生成內容能為旅遊娛樂服務企業提供了傾聽消費者意見的機會，讓企業更好地了解消費者的需求，對於旅遊娛樂服務產業包括酒店、娛樂場、旅行社和餐廳來說都是寶貴的資料來源。可是用戶每天生成海量的內容，企業怎麼能從這些海量的數據找到他們需要的內容和靈感，就是企業需要面對的問題。

輿情數據就是來自用戶生成的內容，輿情數據包括取得網路平台上的第一輿

情數據，透過預設的機制對輿情數據進行過濾，再進行關聯，以確定輿情數據的真實性。人工智能透過系統性回顧用戶在社群媒體上生成的內容進行的全面檢索，可以直接獲真實的客戶需求和真實的市場需求，以及旅遊娛樂業中產品和服務創新的內容與靈感。

另一方面，人工智能可融入旅遊產品和服務。例如，在酒店上的應用，利用人工智能偵測客人的情緒，根據客人的情緒提醒服務員改變回復的語氣，在與沮喪的客人打交道時要帶點抱歉。幫助服務人員用不同的語言與客人溝通，讓旅客更輕鬆、有更好的體驗。人工智能在客人退房前了解他們的情緒，提醒滿意的客人留下評論社群媒體上，則正面評價會增加 28%。人工智能分析客人喜好，根據客人的喜好和需求自動為客人分配房間，確保客人被安排到符合其精準要求的房間。人工智能與聊天機器人結合，主動、即時解決客人問題。

雖然人工智能融入旅遊服務中能增強企業的競爭力，但在實施的過程中卻面對很多挑戰。首先是實施成本可能會很昂貴，並且對於小型旅遊企業來說不可行。其次是員工普遍擔心人工智能將取代人類，取代他們的工作。此外，將新的人工智能技術與企業中使用的現有系統整合是一個技術挑戰。可是人工智能融入是旅遊服務應用無法避免，旅遊娛樂服務企業需要採取的適當程式來迎接它。而在旅遊娛樂業實施人工智能，很大程度依賴技術開發，這個需要產學研合作去解決，特別是應用人工智能處理輿情數據研究上。

Aristocrat Technologies Macau Limited

Mr. Miguel Choi, Regional Marketing Manager-Asia

Enhance Player's Experience with the Latest Technology and Product Placement Strategies

Aristocrat Technologies Macau Limited is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a global entertainment and content creation company with over 7,500 employees working in more than 20 locations across the globe.

Aristocrat Gaming is a leading designer, manufacturer, and distributor of Class III games globally, as well as Class II Innovations for Native American casinos and emerging markets. The company's mission is to bring joy to life through the power of play.

Its values are rooted in creativity and technology, and the company has a rich history of innovation that has shaped the gaming industry over many decades.

Strong presence in Asia

In 2005, Aristocrat established an office in Macau, solidifying its presence in the region. This decision marked the company's commitment to expanding its operations into the Asia Pacific region and enabled it to cater to the growing market demands in Asia. The office space also included a product showroom, offering a dedicated space to showcase its innovative gaming products and solutions to the industry.

Fast forward to 2023, Aristocrat continued its commitment to support the fast-growing Philippine market by opening an office and showroom in Manila. This marked a noteworthy milestone for the company, as the showroom became the first of its kind in the Philippines to receive the endorsement of the Philippine Amusement and Gaming Corporation (PAGCOR). This endorsement not only highlights Aristocrat's compliance

with regulatory standards but also affirmed the company's commitment to fostering responsible gaming practices in the Philippines.

To support its expanding operations and meet the demands of the dynamic Asian gaming landscape, Aristocrat has increased its workforce to over 30 employees across the region. This dedicated team plays a crucial role in ensuring seamless operations, providing timely support, and fostering strong relationships with its business partners across Asia. The establishment of offices and showrooms in key Asian locations reflects the company's proactive approach to meeting the evolving needs of the gaming industry in the region. These offices also enable Aristocrat to provide a premium level of support to its customers, with employees based on-the-ground in the regions they support.

Aristocrat is a market leader in Asia, with more than 50% market share in Macau. It dominates other markets across the region, including Vietnam – where market share is at 85%, and in Clark, the Philippines, where it holds 59% share of the market.

Proud partner of Macao Polytechnic University

In recent decades, both the public and private sectors have placed significant emphasis on cultivating local talent, a commitment that is now yielding tangible results. In Macau's gaming industry, approximately 50,000 individuals are directly employed, with an additional 80,000 working in sectors connected to gaming. Notably, the majority of these workers in senior leadership and technical roles are comprised of local talent.

This notable shift can be attributed, in part, to the availability of training courses at higher education institutions. For instance, Macao Polytechnic Institute's Centre for Gaming and Tourism Studies has played a key role by offering specialised Bachelor and Masters programs focused on gaming management. The commitment to education and skill development is not

only enhancing individual capabilities but also contributing to the overall growth and sophistication of Macau's workforce in the gaming sector.

Investment in Innovation

Dedicated to fostering innovation, Aristocrat has made significant investments in design and development of its product. Its commitment to pushing the boundaries of gaming technology was evident in 1998 when it introduced the Asia market to its Mark 5 Series 2 cabinet. Since then, the company has consistently expanded its product lineup, unveiling more than 10 cabinets to date. Among its latest offerings are the cutting-edge MarsX and MarsX Slim cabinets, highlighting the company's continuous efforts to deliver state-of-the-art gaming solutions.

The development of the MarsX Slim was aimed at providing operators with restricted space on their gaming floors the chance to feature a MarsX without occupying a large footprint.

Banking Strategy

When it comes to gaming floor layout, the configuration of banks plays a pivotal role in shaping the player experience. Various banking configurations such as the Straight bank, Carousel bank, and Football shape offer distinct dynamics to the gaming environment and depend on various factors. The number of machines per bank is an important factor to consider especially when considering how you want to raise awareness of the games. For new games, a Straight bank configuration with "salt and pepper" machine placement. This layout not only promotes the visibility of the new product, it makes it easier for players to observe the feature hits of different games and gain an understanding of how a game works.

Signage Placement

The increased emphasis on installing sophisticated LED signage technology is led by the realisation that impressive signage could have an

impact on the performance and success of a game. In response to this, Aristocrat has introduced game-driven dynamic signage, demonstrated by its product featuring a metamorphic sign: Tian Ci Jin Lu.

In Tian Ci Jin Lu, the signage content interacts with the jackpot values on the top screen, becoming an integral part of game play and elevating the gameplay experience. As players progress, coins fill up the temple steps on the overhead signs to indicate the length of time between jackpots being won. When the jackpot is hit, the sign erupts into a visually stunning display, enhancing the entertainment and excitement of a big win.

Game Zones

To address the challenge of numerous slot machines on the gaming floor, a strategic solution involves the creation of distinct “game zones” or “world areas” . These serve as focal points for featured products. This approach not only helps the slot machines stand out but also provides players with a convenient way to locate their preferred games.

Typically, these designated areas showcase machines that belong to the same family or are linked by a common theme. Popular examples include the Dragon Zone and Lightning Link Zone, which are currently found in the market. By grouping machines based on shared themes or connections, gaming venues enhance the overall gaming experience for players, promoting and encouraging exploration and engagement.

BMM Macao Limited

Mr. Jeffrey Fong, Vice President of Business Development

Building Customer Trust: Compliance-Driven Gaming Technology Advancements

Introduction

In the fast-paced world of the gaming industry, maintaining customer trust is paramount. With the increasing complexity of gaming technology and the rising expectations of customers, regulatory compliance and controls play a crucial role in ensuring fairness, integrity, security, and auditability. Compliance controls are the key for a trustworthy gaming experience by ensuring fairness and unbiased gameplay, protection of sensitive customer data including personal and financial data, and providing avenues for dispute resolution, which help to establish trust between gaming suppliers and casino operators.

BMM Testlabs: Leading the Way in Independent Gaming Testing

BMM Testlabs is the longest established and leading independent gaming testing laboratory in the world, with more than 600 team members in 15 global locations and more than 560 licenses to serve its customers globally.



BMM leads at the forefront of supporting regulators, suppliers, and operators in achieving gaming technology advancements and creating a trustworthy gaming environment. With over four decades of experience, BMM Testlabs leads as a trusted partner for regulators, gaming equipment manufacturers, and emerging gaming companies. BMM offers comprehensive technical and regulatory compliance services to the global gaming industry. Our expertise spans EGM/ETG certification and testing, system testing, compliance consultation and training, QA testing, iGaming, sports betting, and lottery products. Through BMM Testlabs' parent company, the BMM Innovation Group, we provide cutting-edge cybersecurity services including IP blocking, vulnerability assessment & penetration testing (VA/PT), ISMS, geolocation, and virtual training solutions.



any GAMING PRODUCT every GAMING MARKET

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SPORTS BETTING <ul style="list-style-type: none"> • PariMutuel • eSports • Daily Fantasy Sports • Mobile & Geolocation • Security Audits • Online Sports Betting • Non-Sports Event-Based Wagering 		

INDUSTRY-LEADING QUALITY
BMM meets & exceeds the expectations of our clients by testing all gaming-related products to the specifications of their target jurisdictions, whether land-based or online.

QUALITY ASSURANCE <ul style="list-style-type: none"> • QA Strategy / QA Consulting • Program Management • Project Management • Automation • Test Execution • Test Management • Test Architecting • Data Architecting • Black / White / Grey Box Testing 	SYSTEM TESTING <ul style="list-style-type: none"> • Casino Monitoring • Progressive Wide Area / Local / Stand Alone • TITO • Coupon • PDS • External Bonusing • Player Rewards 	FIELD SERVICES <ul style="list-style-type: none"> • Field Inspections • Forensic Evaluations • Network Risk Assessments • Communication Analysis • Software Audits • Go-Live Inspections and Testing • Internal Control Assessments • Technical Support • Managing Inspection Services • Education & Training Services
EDUCATION & TRAINING <ul style="list-style-type: none"> • Virtual & Classroom • Webinars • Complimentary Training Services • Lab Tours • Conference Speaking/Moderating 	iGAMING <ul style="list-style-type: none"> • RNG & Math Evaluation • Social Gaming • Geolocation • Security Audits • Vulnerability Assessments & Penetration Testing • Know Your Customer (KYC) • Mobile and Desktop • Platform/Remote Gaming Servers (RGS) 	

bmm testlabs

SYSTEM TESTING ONLINE TESTING SLOT VLT AWP LOTTERIES FIELD TECHNICAL AUDITS INSPECTION SERVICES CASINOS CYBERSECURITY VIDEO LOTTERY iGAMING LOTTERY SPORTS BETTING SPECIAL GAMING EQUIPMENT

Empowering Regulators for Technological Advancements

BMM Testlabs has been instrumental in supporting regulators worldwide in their pursuit of gaming technology advancements. Through collaboration and expertise, BMM Testlabs has helped regulators achieve the following:

- **Development of Technical Standards:** BMM Testlabs works closely with regulatory bodies to develop technical standards that ensure gaming products and systems operate fairly, securely, and in compliance with

industry regulations. By providing regulatory guidance, BMM Testlabs helps establish a level playing field for gaming operators and builds customer trust.

- **Knowledge Enhancement and Training:** BMM Testlabs partners with regulatory bodies to provide training and knowledge enhancement programs for both regulators and operators. This ensures that stakeholders have a deep understanding of evolving technologies and industry best practices, enabling them to make informed decisions and enforce effective regulations.
- **Keeping regulations up to date:** BMM Testlabs collaborates with regulators to continually refine technical standards and regulatory frameworks. By staying ahead of technological advancements and industry trends, they ensure that regulations remain effective, up-to-date, and aligned with the evolving gaming landscape.

Contribution to the Gaming Industry

BMM Testlabs' dedication and expertise have made significant contributions to the gaming industry:

- ✓ **Trustworthy Gaming Environment:** By conducting rigorous testing and certification processes, BMM Testlabs ensures that gaming equipment suppliers operate fairly and comply with regulatory requirements. This creates a trustworthy gaming environment for customers, instilling confidence in the industry and fostering long-term relationships between casinos and players.
- ✓ **Advancements in Gaming Technology:** BMM Testlabs' involvement in the development of technical standards and collaboration with regulators has driven advancements in gaming technology. BMM's expertise helps facilitate the adoption of innovative solutions enhancing the overall gaming experience.

- ✓ Industry Leadership: With BMM' s wealth of experience and status as the first ISO-accredited gaming test lab, BMM is a global leader in gaming testing and certification. BMM' s contributions and thought leadership have influenced industry practices, ensuring the highest standards of fairness, integrity, and security in gaming operations.

Conclusion

In an industry that thrives on customer trust, gaming compliance and controls are vital. BMM Testlabs' services, support for regulators, and commitment to ensuring gaming products and technology meet compliance standards through our certification and testing services are crucial in maintaining a fair, secure, and enjoyable gaming experience. By upholding the highest standards and fostering innovation, BMM Testlabs plays a pivotal role in building customer trust and supporting the continuous development of the gaming industry as a whole.

Cogniac

Mr. Ming Tsang, Senior Director of AI



cogniac
Real Business Outcomes
Through Imagery

AI deployment on 100+
casino tables

100+張賭桌上的
人工智能部署經驗總結

27 Sept 2023

Converted 100+ tables into smart tables

Joint press release with Melco CoD Manila



**Cogniac Deploys AI-Based
Machine Vision At Melco's
City of Dreams Manila
Integrated Resort**

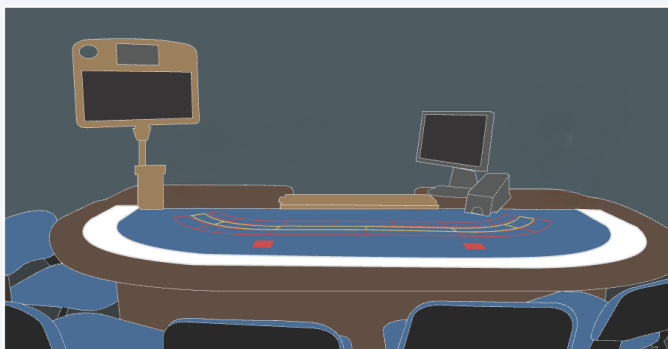
First-of-its-Kind Application Significantly
Enhances Operational Efficiencies and
Chip Counting Efficacy

The AI-based "machine vision platform" is said to have "eclipsed the human benchmarks," in terms of how the work was previously done by staff members, "reaching 99.7 percent accuracy while massively increasing speed".

"The system scales our ability to process data, dramatically improving our loyalty programme's operational accuracy, service quality and guest experience," said Avery Palos, senior vice president and global chief information officer at Melco Resorts, also cited in the release.

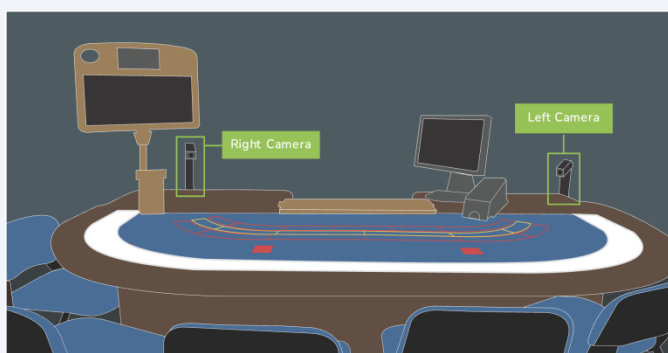
<https://www.globenewswire.com/en/news-release/2022/04/13/2421849/0/en/Cogniac-Deploys-AI-Based-Machine-Vision-At-Melco-s-City-of-Dreams-Manila-Integrated-Resort.html>

How to turn a traditional table into a smart table?



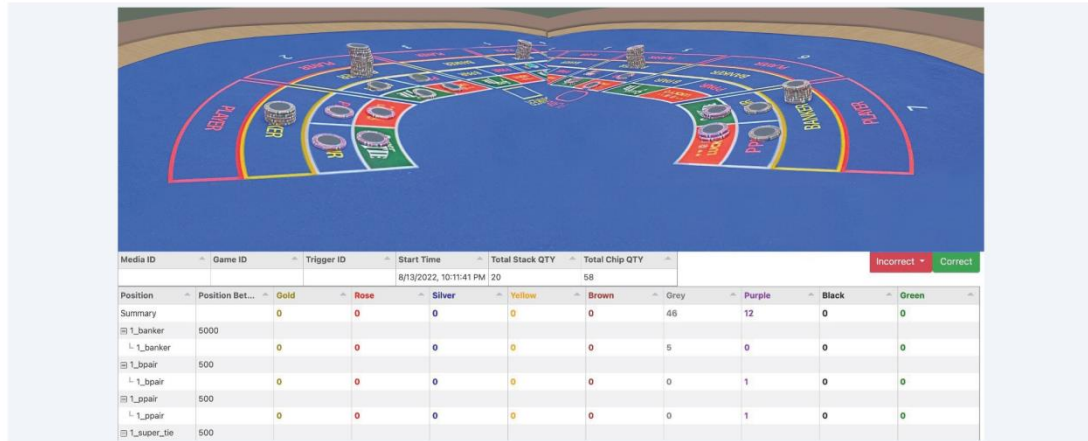
A traditional table

Two cameras are all you need



- Same felt
- Same chips
- Same table

Seeing is believing



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5

All clients use the same platform!



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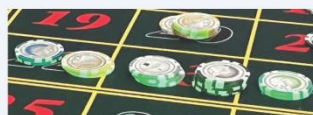
6

Put the AI in production ASAP

- You cannot control the environments
- Practice makes perfect



Blue



Green



Red

Worry too much on the initial model accuracy

- Initial model accuracy score is like an exam score
- Model accuracy improves with training data
- Focus on the methodology on how the data is collected and how the system is learned

Start small – grow the project

- Railway client built 1 app 5 years ago. Now 130 inspection apps
- Casino client started with the 4 baccarat tables. Now looking for more games
- What is small in casinos?
 - Starts with 10 tables instead of all 300 tables
 - Starts with easy games like baccarat before Roulette
- Still worry? Cost of regret is low. The worst case is to smash the cameras

Time is money

Like human, AI models are not perfect!

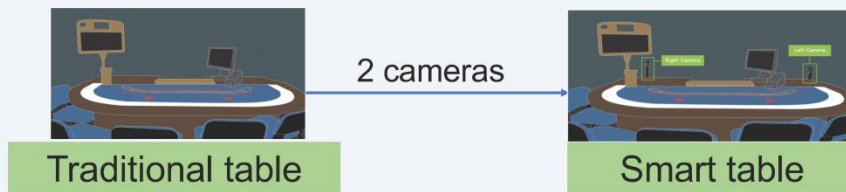
Like human, AI models need correction!

Like human, AI models will grow!



What we learned

- Start small
- AI models are not perfect but they can learn with more data
- Fast feedback loop is the key!



Thank you!

Ming Tsang,
Senior director of AI,
ming@cogniac.ai

Michael Lin
Business Development Director APAC,
Michael.lin@cogniac.ai

 **cogniac**
160 W. Santa Clara Street Suite 1575, San Jose, CA 95113 USA

GLI Asia Ltd.

Mr. Brian Huang, Client Services Representative



NEW CYBERSECURITY STRATEGIES IN GAMING TECHNOLOGY

GLI GAMING LABORATORIES INTERNATIONAL

BULLETPROOF a GLI company


Marina Wong
General Manager, GLI Asia Ltd.



SERVICES

Testing · Certification · Consulting · Cybersecurity

GLI has a Standard for Everything

GLI GAMING LABORATORIES INTERNATIONAL

GLI BY THE NUMBERS

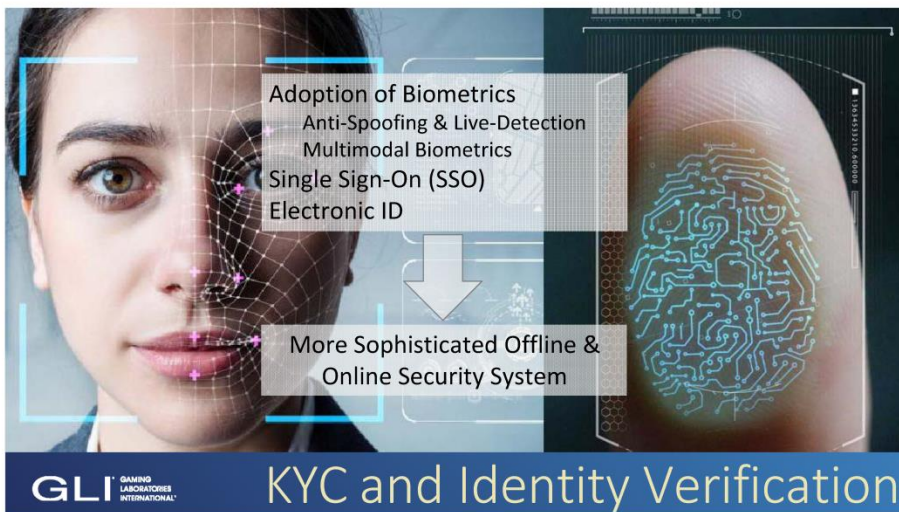
— KEY NUMBERS

EXPERIENCE 33+ years of global industry experience	33 +	1,500 +	EMPLOYEES 1,500+ Employees
GLOBAL 24 global locations	24	6	CONTINENTS On 6 continents
JURISDICTIONS 480 worldwide jurisdictions	480	24/7	SERVICES Services available 24/7
EXCLUSIVE MARKETS More than 100 Casinos More than 135,912 equipment certifications annually	100	1,000	SUBMISSIONS AND TRANSFERS We consistently have more than 1,000 submissions, and 1,000 transfer requests in the queue. Turnaround time of fewer than 4 weeks



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Adoption of Biometrics
Anti-Spoofing & Live-Detection
Multimodal Biometrics
Single Sign-On (SSO)
Electronic ID

More Sophisticated Offline & Online Security System

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KYC and Identity Verification

This graphic illustrates the evolution of KYC and identity verification. It features a woman's face on the left with a blue wireframe overlay, and a fingerprint being scanned on the right with a blue circuit pattern. A central white box lists key trends: Adoption of Biometrics, Anti-Spoofing & Live-Detection, Multimodal Biometrics, Single Sign-On (SSO), and Electronic ID. Below this, a large white arrow points down to another white box stating 'More Sophisticated Offline & Online Security System'. The GLI logo is in the bottom left, and the title 'KYC and Identity Verification' is at the bottom.



Financial Institute Backed > Government Backed
Better Currency Movement & AML Control
Legal Compliance & Risk

GLI GAMING LABORATORIES INTERNATIONAL

Payment Methods

This graphic shows various payment methods. On the left, there are several international banknotes (Brunei, Saudi Arabia, USA, Romania). In the center, a Visa Business credit card is shown next to a smartphone. On the right, there are several Bitcoin coins. A central white box contains the text: 'Financial Institute Backed > Government Backed', 'Better Currency Movement & AML Control', and 'Legal Compliance & Risk'. The GLI logo is in the bottom left, and the title 'Payment Methods' is at the bottom.



New Technology Trends
↓
Interconnected World
↓
Higher Risk
↓
Higher Cybersecurity Needs

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Cybersecurity

This graphic depicts a hand typing on a keyboard with a blue-tinted background. Overlaid on the image is a network of white lines and padlock icons. A central white box contains a flowchart: 'New Technology Trends' leads down to 'Interconnected World', which leads down to 'Higher Risk', which finally leads down to 'Higher Cybersecurity Needs'. The GLI logo is in the bottom left, and the title 'Cybersecurity' is at the bottom.

WHEN IT COMES TO CYBERSECURITY – LEAVE NOTHING TO CHANCE



WHY DO ORGANIZATIONS PERFORM SECURITY TESTING?

- Determine what **security vulnerabilities** your network has and if it's already been **compromised**.
- **Identify vulnerabilities and control weaknesses** in order to make informed risk-based decisions.
- **Detect and mitigate vulnerabilities** before an attacker exploits them.
- For **legal or compliance** reasons.



TYPES OF SECURITY TESTING

2 core types of security testing, both with many subcomponents & specifications:

- 1. Technical Testing**
(Ex: penetration testing, vulnerability assessment)
- 2. Control Audit**
(Ex: ISO, NIST, CIS)



VULNERABILITY ASSESSMENT

Goal = list of vulnerabilities

VS

PENETRATION TESTING

Goal = bypassing security controls to obtain network resources

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a GLI company

VULNERABILITY ASSESSMENT VS. PENETRATION TESTING

Vulnerability Assessment	Penetration Testing
Typically, is general in scope and includes a large assessment	Focused on scope and may include targeted attempts to exploit specific vectors
Predictable	Unpredictable by the recipient
Unreliable at times and high rate of false positives	Highly accurate and reliable
Often invites debate among system administrators	Penetration Test = Proof of Concept against vulnerabilities
Produces a report with mitigation guidelines and action items	Produces a binary result (either the team owned you, or they didn't)

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WHAT MISTAKES ARE BEING MADE?

Compliance = Security?

Compliance > Known Risks

Security > All Risks

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WHAT NEEDS TO CHANGE?

Old Focus

Identify Security Vulnerabilities and Control Gaps



New Focus

Continuous Vulnerability and Risk Management

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WHAT IS VULNERABILITY MANAGEMENT?

- Discovery
- Reporting
- **Prioritization***
- Response

Vulnerability management starts with **policies and procedures** to govern the security management process

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WHAT ORGANIZATIONS ARE DOING WRONG & HOW TO FIX IT

Many organizations perform vulnerability scans when it is needed.

It is not the act of scanning, but what is done with the data that is critical.

Too many tools = too much data*



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Thank You
From the GLI Asia Client Services Team



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**ILLUMINATING
YOUR PATH TO
GREATNESS**

GLI GAMING
LABORATORIES
INTERNATIONAL

GLI 燃亮您迈向
伟大之路

Paradise Entertainment Limited**Ms. Emily Io, Senior Vice President of Sales**

**From Good to Great:
Transforming Client Engagement in Gaming****Introduction**

The gaming industry is constantly evolving around technology with industry gurus always spearheading to elevate user and player engagement. In this article, we will explore the mix of the modern technology embraced gaming floor from traditional table games yet equipped with system, to ETG and DETG forward thinking onto Electronic Baccarat Tables; the ultimate transformation from traditional games to a hybrid of squeeze card games and Terminal Betting on the DETG' s. We dive into the critical path from good to great in transforming client engagement with more captivating experience adapting the younger demographic of players globally.

The Evolution of Gaming Technology

Traditional Baccarat and carnival games have long been the center stage of gaming action until over a decade ago that ETG has been growing its footprint since its introduction back in May 2006, offering players a more modern and diversified gaming experience. The debut of today' s ETG is named Live Multi Game (LMG) by LT Game which later on was initially acknowledged as a category of DICJ report on the Macao Gaming Revenue in January 2010. Since this significant milestone, LMG made its first mass production of over 150 Betting Terminals and deployed in Macao by June 2011. It was four years apart that LT Game launched Vista version to cover all six concessionaires; 2018 was another major breakthrough that X-Stadium was introduced and first recognized by DICJ as DETG Standard 1.0. Stepping into the three years of pandemics from 2019, DETG kept being the winner of the industry whilst LT Game

advanced its EGM and developed a wide range of ETG games from Personal Dice, Sicbo to Multi Roulette games.

I. Customer Engagement through Technology: The common adoption of ETG technology allows players to experience a more diverse range of gaming content across various platforms. Without physical limitation to traditional table games, players can now enjoy similar gaming experience with the DETG stadiums or through tablet applications. The technology behind not only enhances player experience with more options to bet on; with future development, the next generation of product would also allow players to customize UI and filter hot trends for a personal touch.

Traditional gaming tables set physical limitation to bet timing and location, whereas the application of technology within the development of DETG allows players to play multiple games and hands at any given time.

II. Elevating Customer Experience: The introduction of ETG or DETG enables greater emphasis on both end-user and player experience. Leveraging edge cutting touch screen technology, game play becomes seamless and interactive. A typical example of this iteration is that there are DETG' s that offer players the opportunity to interact with live dealers, allowing the most bet hand to squeeze card like traditional Baccarat games and bet on the stadium games simultaneously. Thus, there is multi-crossover action happening on one table or one betting terminal. With the evolution of just stand alone RNG betting terminal to stadium or theater style terminals, end-user can utilize data analytics to optimize game design, for marketing purpose to display instant promotion events, attracting audience for hot trends and side bets.

III. Definition of Traditional Table Games, ETG, DETG and EGM in a Venn Diagram: Since the genesis of gaming liberalization, there were the traditional gaming tables and slot machines. Throughout the twenty years of evolution in technology, we now see traditional table games

embedded with RFID and optical solutions, ETG' s, DETG' s, EGM' s, Table Game Slots (TGS) and more hybrid products to come. Such as the Electronic Baccarat Table which allows players to squeeze cards just as the traditional tables and in the meantime, bet on the DETG games that are concurrently happening. The forward thinking of gaming optimization with technology to allow games to reach to a bigger audience that is unprecedented.

When traditional table is no a longer a piece of furniture with technology to collect big data, crossover of ETG with live dealer and table games being loaded as game content for EMG, what is more to come for the Future? The trend might as well be the introduction of Electronic Baccarat Tables which is essentially a hybrid of traditional Baccarat table game with a touch screen (DETG UI). The set up allows any player to squeeze cards with the most bet and play on the Stadium games simultaneously and vice versa. Furthermore, in the world of AI and VR, players would also have the liberty to enjoy a customized gaming environment from a luxurious lounge to the middle of any Maldives resort in a miniscule way down to the content of the touch screen.

Conclusion

The continuous evolution of the gaming technology industry has brought about a dramatic transformation in player engagement. From traditional table games to modern electronic table games, software and hardware applications that enable players to enjoy content rich and interactive gaming experience across various platforms. The efforts made by gaming technology companies not only elevate player satisfaction and gaming optimization but also expand the industry's scope without time and physical limitations. Looking ahead, we believe technology industry leaders will continue its effort in striving for greatness, offering users a more friendly and efficient operating environment but most importantly players more excitement with easy access and customization.

SUZOHAPP 合作伙伴 - Elo Touch Solutions

Mr. Eric Xu, General Manager, Asia-Pacific



Elo enables digital interaction in the physical world.

50+
Years since inventing the Touchscreen

30+
Million Installations

400+
Global Patents

80+
Countries Worldwide

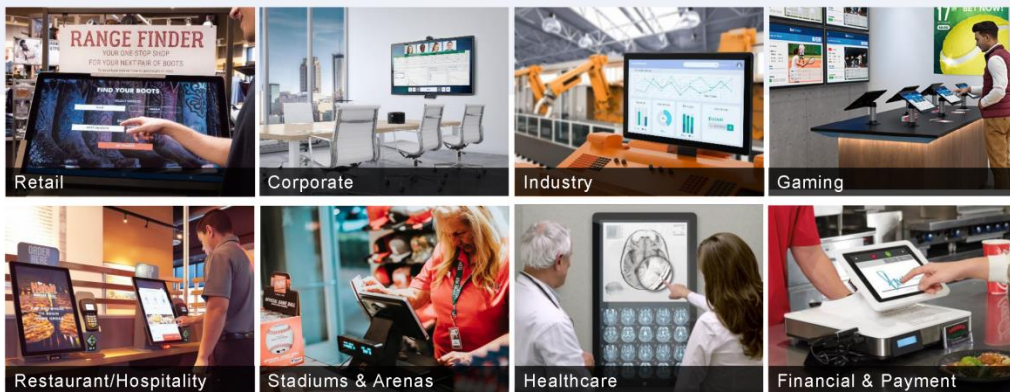
1200+
Dedicated Employees

ONE
Mission



SUZOHAPP

Primary verticals



SUZOHAPP

The Interactive Edge of enterprise.

Elo platform solutions enable digital interaction in the physical world.
We connect businesses with customers, employees, and processes.

Elo is a long-standing leader in Self-service, Payment, and Automation solutions.
We are the go-to brand for leaders in Retail, Restaurant, Healthcare, Industrial, and Entertainment.

EloView® is the command center that allows end-users to easily deploy, secure, and manage their interactive applications.

Elo's unified architecture hardware platforms are modular by design.
We allow end-users to easily expand their applications without increasing complexity.

Elo led the use of Android architecture in enterprise fixed devices.
We are generations ahead of others, and never slow down.

SUZOHAPP

Industry-wide digital carriers/HMI – Industrial, Medical and Commercial

elo



SUZOHAPP

Elo is EVERYWHERE.



SUZOHAPP

elo

Digitization & Elo does

elo

94%

of CEOs worldwide
say digitalization
will radically
change their
business model in
the next 3 years

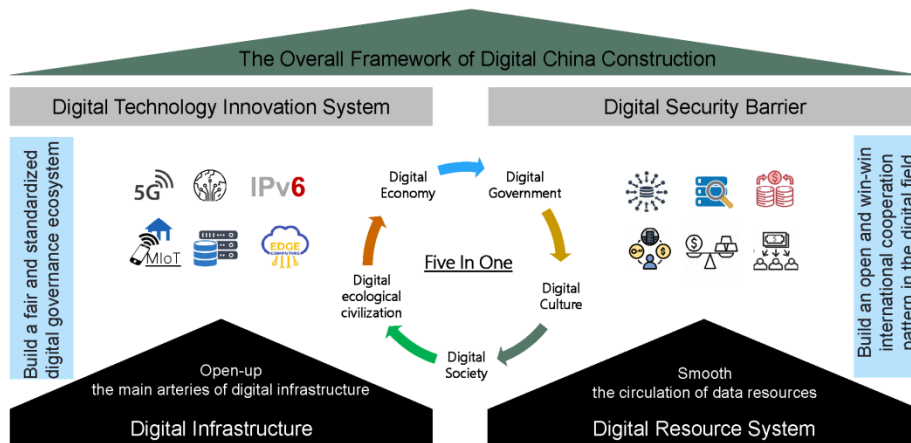
72%

of leaders
worldwide feel for
their jobs if
digitalization does
not happen fast
enough

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Digital China

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Retail Technology Trend 2023-2026

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Top 10 retail technology trend— 101 experts forecast



ChatGPT Forecast



1. Increased use of Virtual and Augmented Reality
2. Greater focus on sustainability
3. Greater use of AI and Robotics.
4. Continued growth of e-commerce
5. Greater use of data and analytics
6. Greater use of subscription-based models: Retailers will likely offer subscription-based models, where customers pay for access to exclusive products and services, or for rental-based models
7. Greater focus on experiences: Retailers will create an immersive and interactive shopping experience

MIT Sloan School of Management 4 future trends in retail



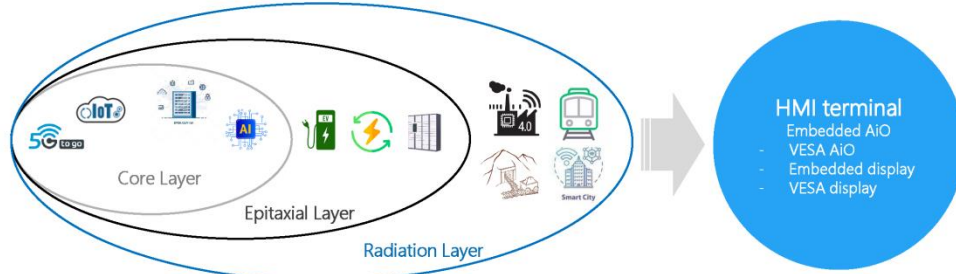
1. Retailers are using in person experience to connect with consumers. The future of retail and a thriving company is experiential
2. The rise of ecosystem platform – the success of robust supply-chain and distribution helps connect buys and sellers
3. Digital goods and a Web3 paradigm shift - more companies are making their first move into web3 and the Metaverse, what many are calling the next evolution of the internet
4. Newly designed retail stores-from online only brands opening physical stores to existing brick and mortar adding new experiences (AR, Web3, Metaverse)

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Digital Infrastructure

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- ✓ The premise of digital infrastructure is getting ready in China – As of April 2023, over 2.73 million 5G base stations have been built, the network capability has been evolved and upgraded, and IPv6 (Internet Protocol Version 6) and 5G applications have been reached the internal advance level.
- ✓ Digital Infrastructure, as “New Infrastructure”, is becoming major one of China economy “troika” – Investment.



Fundamental Digital Infrastructure

New infrastructure with digitization as the core








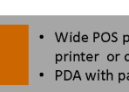



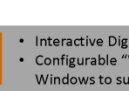




Digital transformation of traditional infrastructure and new segments

SUZOHAPP

What Elo offers for Casino digitization

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				Gamble Table management <ul style="list-style-type: none"> Android AiO, size is from 10.1", 15.6" and 21.5", Windows AiO size is from 15", 15.6" and 21.5", and up to 27" for monitor
				Retail in Casino <ul style="list-style-type: none"> Wide POS products, including Android, Windows, with payment, printer or cash drawer integrated. PDA with payment, non-payment functions.
				Kiosk solution <ul style="list-style-type: none"> Interactive Digital Signage up to 65" used for Wayfinding... Configurable "Wallaby" Kiosk solution supporting both Android and Windows to support multiple kiosk requirements
				HMI for Casino device <ul style="list-style-type: none"> Touch screen up to 65" Open frame structure monitor offers great embedded HMI solutions

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I-Series 4 Android.



Processor

I-Series for Android 4.0 offers the high-performance Qualcomm Snapdragon 660 processor on the standard version or Rockchip 3399 on the value version



USB-C

The new USB-C port on I-Series for Android 4.0 allows for a single cable connection to an external monitor or customer facing display



Newest Android OS '10'

I-Series for Android 4.0 ships with Android 10 GMS giving you the capability to use the latest Android OS features



Thinner Display

Up to a 10mm reduction in thickness (up to 20% thinner) - available in 10.1-inch, 15.6-inch, and 21.5-inch

SUZOHAPP



Do More with Power over Ethernet (POE)

With the POE adapter, you can say goodbye to your power adapter and the expense of power drops. All you need is a POE-capable network and to connect the POE adapter to the I-Series.



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Backpack 4 - External Android computer.



Rockchip



Processor

Backpack for Android 4.0 offers the high-performance Qualcomm Snapdragon 660 processor on the standard version or Rockchip 3399 on the value version

Newest Android OS '10'

Backpack for Android 4.0 ships with Android 10 GMS giving you the capability to use the latest Android OS features



USB-C

The new USB-C port on Backpack for Android 4.0 allows for a single cable connection to an external monitor or customer facing display



4K Resolution

Backpack for Android 4.0 allows for 4K output through the HDMI port

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EloPOS Pack | External POS computer.

- The EloPOS Pack delivers a powerful enterprise-ready compute platform in a compact form factor
- It is designed utilizing 8th/9th Gen Intel® Core™ processor technology
- This ultra-high performance compute platform utilizes the Q370 chipset for optimum specifications and performance



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Gen 8 CPUs	Passmark	Passmark	Gen 9 CPUs
G4900T	2,292	2,292	G4900T
i3-8100T	5,346	5,705	i3-9100TE
i5-8500T	7,894	9,212	i5-9500TE
i7-8700T	10,675	10,675	i7-9700TE

SUZOHAPP



Touchscreen monitors.

elo



7 to 27-inch



POS Stacks



Integrated Touch



Peripherals & Mounting

Elo's touchscreen monitors are available in standard and wide aspect sizes ranging from 7 to 27-inches; medical touchscreens are available in 19", 22", 24", and 27" models

We work with industry-leading software and hardware partners making it easy to add a cash drawer, scanner or receipt printer to create the perfect point of sale stack

Choice of Elo's industry-leading touchscreen technologies with single-, dual- or multi-touch. Models available with a seamless zero-bezel design for uninterrupted surface area

Flexible mounting on wall, pole or table-top with optional peripherals varying by model. 02-Series Models offers: NFC/RFID, MSR, Barcode Reader, customer-facing displays, and more

SUZHOPP



Why choose Elo POS ?

elo



High Safety

- Rigorous electrical safety test – safely use.
- Rapid technical iteration –latest technology to help data security and future expansion



Fashion design with great looking

- Elegant material and ID
- High integrated and compact design, blended with fashion merchandise and its stylish store design
- Shorten the communication distance between shop staff and customers.



High Quality

- Very powerful, high speed and efficient running.
- 50,000 hour MTBF



Localization

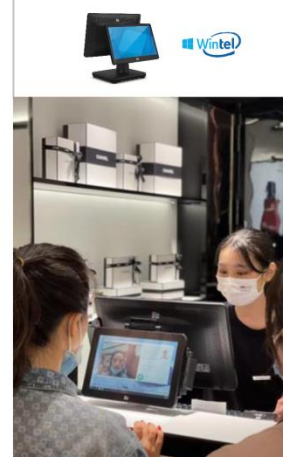
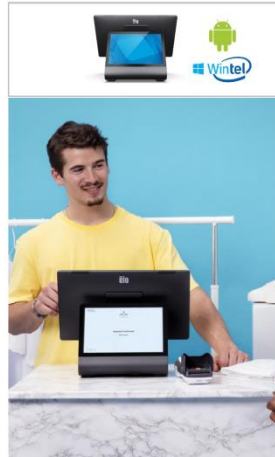
- Global design, China local production
- High vertical integrated state-of-the-art manufacturing and local design shapes flexible and efficient customization ability.

SUZHOPP



Application Cases

elo



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Elo multiple Kiosk solutions help store digitalization




Floor Stand Kiosk



Table stand Kiosk



Wall-mount Kiosk



Elo Android Backpack®



Retail



Hospitality



Hotel



Transportation



Self-Ordering



POS



KDS



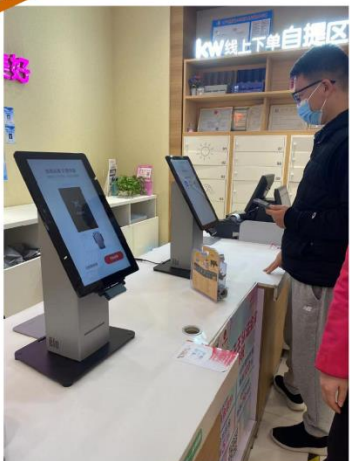
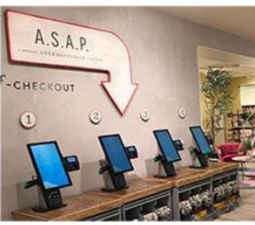
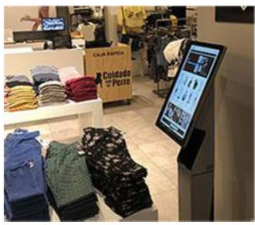
Self-Info









- **Elo Wallaby™ & Slim** stand combined with i-series touch all-in-one computer, low cost and high quality, is a great alternative to bulky Kios
- **Elo large format IDS** plus intel, ARM computing platform and rich peripherals forms a completed Kiosk solution for different applications field
- **Elo Backpack Compute Engine** combines Elo's new Android Compute Engine, touchscreen displays and IDS into a business-grade solution ready to run audio and video content, browse interactive HTML web pages and install Android-based applications

Elo Kiosk payment cases





Touchscreen signage. Add interactivity to any environment.




Processing Power

Optional, high-performance computer modules are available with Android or Windows to turn Elo's large format IDS displays into a completely integrated AIO. I-Series sold fully integrated



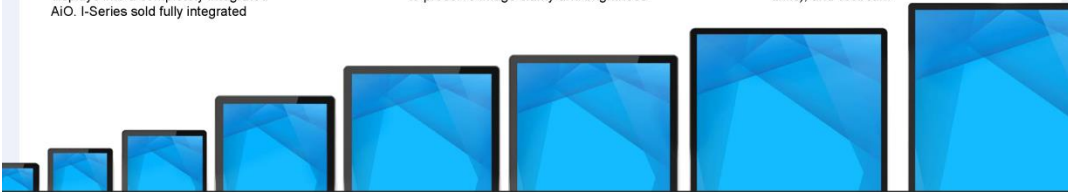
Integrated Touch

Elo's industry-leading touchscreen technologies with multi-touch use pure glass, with no surface coating overlays to preserve image clarity and brightness



Peripherals & Mounting

Flexible mounting in portrait, landscape or table-top. Optional NFC/RFID, MSR, Barcode Reader, EMV Cradle (select units), and Webcam



10" to 65"

Elo's IDS units are thin, bright, and beautiful in 10", 15", 22", 32", 43", 50", 55" and 65" widescreen and are designed to provide consistent performance in high traffic environments



Elo IDS applications

Way-finding – Cr-land Shopping center



Retail



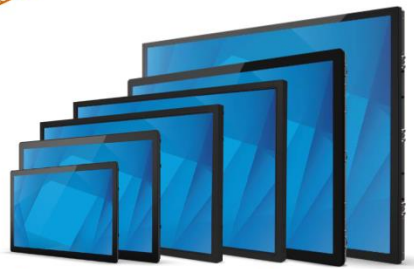
Bridgestone Arena is a catch-all location located in Tennessee, home of the National Hockey League's Nashville Predators.



elo



Open frame touch monitor screens.



10 to 55-inch



Kiosk Ready

Elo's Open Frame Touchscreens are available in sizes 10", 12", 15", 17", 20", 22", 24", 27", 32", 42", 43", 55" – standard and wide aspect options vary by size

The touchscreen is sealed against dirt, dust, and liquids, which simplifies integration into the final enclosure

Projected Capacitive (PCAP)

- LCD
- PCAP Touch Screen
- Cover Glass
- Display Enhancements
- Bonding (Perimeter Bond, Optical Bond, Tape Bond)
- Touch Controller
- Industry-Leading Liquid Rejection
- Advanced EMI Performance
- In-house Developed Hardware, Firmware and Software
- Up to 200Hz Report Rate
- -20°C to 70°C Range
- Up to 40 Touches (Multi Touch)



7" TouchPro Display Module



10.1" TouchPro Display Module



15.6" TouchPro Display Module



TouchPro Pro-F (Film) Projected Capacitive, 7-32"



TouchPro Pro-G (Glass) Projected Capacitive, 7-22"



TouchPro Pro-M (Metal) Projected Capacitive, 42-66"



8200 Series Advanced Controller



9300 Series Advanced Large Format Controller



8300 Series Controller



8200 Series Controller



7200 Series Controller COF

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SUZOHAPP

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Elo E2494L Open Frame Monitor

SEGA®



43" PCAP Touch screen

SUZOHAPP

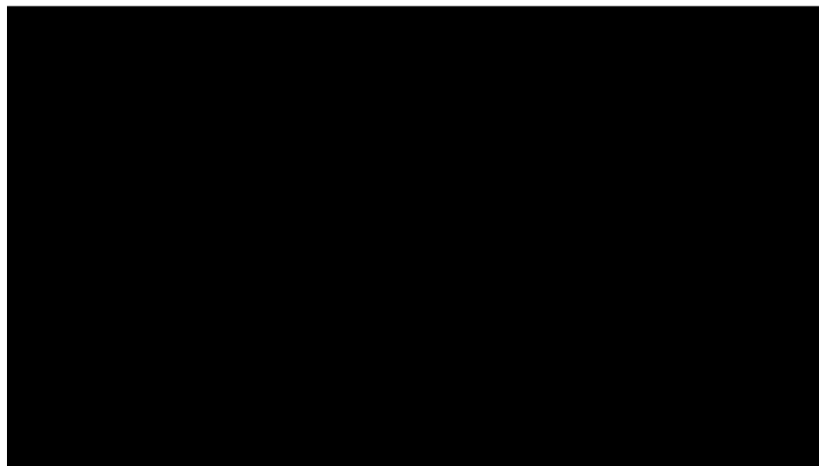


elo



Incredible Performance

- Multi-layer and different material gloves
- Water-proof



elo

Incredible Reliability



Walker Digital Table Systems

Ms. Kate Ng, Senior Manager – Customer Engagement • Project Management

Using AI (Artificial Intelligence) and Automation to Create a Frictionless Customer Journey

WDTS (Walker Digital Table Systems) has been developing and optimizing table games automation solutions for over a decade. With 1,500 tables operating in six jurisdictions worldwide, Perfect Pay solutions powered by PJM RFID (Radio Frequency Identification) deliver the most advanced and mature table automation platform available today, supported by dedicated service teams, 24/7 support, substantial investment in our product roadmap, and large development teams.

Perfect Pay began as in-game baccarat wagers with dynamically calculated odds presented in real time for every card combination. By tracking every wager on the table along with game outcomes, Perfect Pay baccarat was the first system to automate accurate player ratings, table win, and protect operators from both human error and bad actors in the form of chip theft, overpays, capping, pinching, and counterfeits. Today, Perfect Pay has evolved into an enterprise table automation system and data collection platform that spans game types, extends into the cage, and offers specialized solutions for player development, marketing, compliance, business intelligence, and more.

What has remained consistent is our innovation mindset coupled with a commitment to delivering the player's preferred live gaming experience by seamlessly integrating hardware and software into a robust enterprise operations platform and the ultimate customer experience that removes friction from the casino player's customer journey. Pain points for a table games customer include inaccurate ratings, mis pays and other dealer errors, game disruptions due to player disputes, the need to pull out their player card for recognition repeatedly, and, in some cases, being restricted to specific areas of the gaming floor or a particular room.

Perfect Pay eliminates these sources of customer dissatisfaction and friction.

Guests on a Perfect Pay table feel confident that their play is captured accurately and their actual value as a casino guest is reliably reflected in a perfect rating. The dealer has all the tools necessary to provide a perfect payout that ensures the fast, error-free gameplay guests enjoy and seek out. The platform also offers streamlined and secure transactions for chip exchanges and buy-ins. All these efficiencies lead to a faster-paced game, fewer disputes and interruptions, and a more reliable and secure experience for the guest. Operators can level up their guest experience because managers and supervisors do not need to manage time spent writing manual ratings, balancing the float, and providing game protection against delivering attentive and responsive guest service. Their most time-consuming tasks are automated, and game integrity is assured. Innovations such as chip-based player tracking extend player convenience by associating chips purchased to a player ID. Through presenting a player card once at buy-in, the guest is automatically recognized and rewarded anywhere they choose to play. The gaming chip can now act as a player card, with the option to open a player rating as soon as chips are placed in action.

Friction is removed from other areas of the operation as well. The table games team is freed from manual procedures and paperwork. The marketing team has perfect knowledge of player behavior, which allows them to create programs that deliver what guests enjoy most. Surveillance operators have immediate access to bet-by-bet play history, and regulators have real-time access to required reports. Finance and analysis departments use data sets that reflect business volumes, table occupancy, and KPIs (Key Performance Indicators), showing which tables, games, and bets are most popular with players.

Perfect Pay is more than a table games system. It provides a platform that extends across the casino ecosystem to deliver the data and technology

infrastructure required to create the next generation of tech-driven transformations powered by AI that will elevate business and enrich customer experiences. Today, WDTs is utilizing AI using both machine learning and generative AI approaches. Here are some sample use cases publicly disclosed or with issued patents that WDTs delivers for its customers using AI and machine learning.

Using AI Facial Recognition combined with RFID casino chips uniquely associated with individual players, Perfect Pay ensures that the player physically placing a wager is the owner of the casino chip being wagered. Some gaming markets with expanding regulatory oversight have mandated that players cannot play other people's money and must be positively identified for each transaction. This patented technology meets those needs while agnostic to the operator's choice of facial recognition systems.

Predictive Fills is a machine learning AI that leverages all wagers and outcomes on a table and around the casino and then makes suggestions by predicting and optimizing the frequency and size of fills and credits to minimize game interruption, staff involvement, and chip liability.

Chip Enforcer is an innovation that extends security around fills and credits by turning off chips in transit, lessening the security risk of transporting chips around the casino, potentially reducing the need for security escort staff, and enabling secure table-to-table chip transfers to minimize trips to and from the cage. Chip enforcer can be activated automatically if a chip goes missing from the chip tray or the cage for no valid reason, for example, chip theft. The chip is deactivated so it cannot be used to gain profit from either a bet or change at a cage window.

AI Player Scorecard is a machine learning AI that monitors and aggregates all player betting patterns to give the casino instant access to individual players' behaviors and traits that can predict outcomes, ensure game integrity, and influence marketing decisions. The AI Player Scorecard

identifies a player's risk profile and profitability likelihood and detects side bet counting and other frauds.

AI Player Networks are emergent patterns of player relationships defined by chip sharing. This application surfaces hidden groups of players linked by chip passing to identify relationships among players that are important to know but hard to see. This data can identify group marketing opportunities, detect overstated losses, rebate frauds, and flag bad actors.

AI Playing Card Recognition: Baccarat uses card reading shoes because there is a common outcome for the entire table. With other games like blackjack, game outcomes are specific to an individual player's hand. Additionally, a card reading shoe cannot determine which player got which cards. WDTS' playing card AI system detects where every card dealt landed and calculates individual hand outcomes per player. Coupling AI Playing Card Recognition with the accuracy of RFID casino chips, we enable the same Perfect Pay Baccarat features on non-baccarat card games. Perfect Pay for Blackjack and others will identify the precise house edge of each player, identify counters and cheats in near real-time, and feed into the AI Player Scorecard and AI Player Networks to create dynamic models of player behavior and generate advanced business insights.

WDTS is unique in its ability to deliver AI and automation solutions that streamline operations and enhance customer experiences. A key differentiator is item-level serialized identification of individual casino chips, which is impossible with camera-only systems. This capability allows us to associate casino chips with players to tell you not only what a player has won or lost but also if they have passed their chips to another player, how much they won playing with promotional chips, or if they ended their trip still holding chips (and which ones). We can also turn off chips when needed to prevent stolen chips from being played or cashed out and even return lost chips to the correct player. Future automation solutions will support both central-table and live-game player

tournaments and real-time AI marketing content.

We believe no other company has the breadth of vision for their intelligent table system as WDTs. In contrast, the primary focus for many companies in this space is a more accurate player rating. WDTs achieves 100% accurate player ratings merely as a byproduct of fully securing and automating the live table game. Now that we have solved most challenges with live table game automation and game integrity, our future focus is leveraging the platform to explore the customer-centric potential of enterprise AI solutions.

澳門網絡及數據安全學會

理事長 - 黃信斌先生

元宇宙與數據網絡安全

各位下午好！

我係來自澳門網絡及數據安全學會(CDSS)的黃信斌，很榮幸受到澳門理工大學邀請，出席今次《2023 旅遊娛樂科技創新年會》。

今日我想跟大家分享的是有關元宇宙與數據網絡安全的話題，眾所周知，在資訊科技界，最近比較熱門的話題，除了近期非常火熱的生成式人工智能 (Generative artificial intelligence, GenAI) 外，就是有關元宇宙(Metaverse)的話題。GenAI 為我們人類生活，尤其是生產領域帶來了新的動力，在帶來便利的同時，也為一系列的網絡安全措施帶來新挑戰。而當這一挑戰從傳統的互聯網世界進入到元宇宙領域時，這個本身比實體社會更難進行監管，去中心化管理的領域中，情況就更為複雜嚴峻。現在，不論我們談及元宇宙如何走進數字旅遊，又或者從客戶端體驗的升級，當中都一定涉及到資訊網絡及數據的交互，而其中的網絡安全及數據安全就非常值得我們重視。

儘管現時存在於網絡上的信息呈現形式上多種多樣，但不論形式怎樣變化，歸根究底，他們底層都是基於數據以及能運載這些數據的網絡上。所以我們不難把這些問題歸納到三個維度去，只有我們清晰調理好問題的重點及關鍵，分類及理清它們所涉及的網絡安全問題所在，那麼要解決它們就只剩下時間的問題。

然而，在一般情況下，我們會先把遇到的問題分三個維度去研究，一、安全原則(Security Principles)，二、資訊狀態(Information States)，三、對策(Countermeasures)。在了解到問題在各維度所在的定位之後，我們就可以再進行問題細化。例如：從 A：保密性(Confidentiality), B：完整性(Integrity), C：可用性(Availability) 考慮其問題所在。然後就著問題資料所處型態 I：處理中(Processing), II：存儲中(Storage), III：傳送中(Transmission) 確定問題所在的資料狀態，最後就問題確立解決方案所在的範籌及應對方向 1：科技(Technology)，2：政策與實踐(Policies and Practice)，3：人員 (People)。

在網安範籌中，人員往往比系統帶來更大的不確定性及漏洞。針對人員的網

絡攻擊當中所用到的手法或橋段多種多樣，當中最容易令人受騙的當數社交工程 (Social Engineering)，駭客們往往會用到社交工程中的一種或多種方式混合進行攻擊，但萬變不離其宗，駭客們都是利用了人們的好奇心，貪小便宜的心理特性等人性弱點進行試探及入侵。

另一個值得注意的趨勢是，近年勒索軟件及網上的勒索事故越趨嚴重，雙重勒索 (Double-extortion ransomware) 甚至三重勒索事件 (Triple-extortion ransomware) 屢見不鮮。

隨著黑客軟件使用的門檻降低，一般業餘電腦用家 (Amateurs) 也有能力使用勒索軟件發起網絡攻擊，任何人都可能是駭客 (Anyone Can be A Hacker) 已成為一種新常態。在新形勢下，虛擬加密貨幣 (Cryptocurrency) 成為犯罪分子的目標，然而在元宇宙的世界里，不論是虛擬藝術藏品非同質化代幣 (NFT) 交易，個人專屬圖像 (PFPS) 等跟旅遊娛樂相關的虛擬產品，都必然涉及到虛擬加密貨幣，這就使得網絡安全情況就更不容忽視。

最後，借機會介紹一下我們學會，澳門網絡及數據安全學會 (CDSS) 成立於 2019 年。學會凝聚了網路與及數據安全領域的專家、技術人員、管理人員及優秀企業成員是一個非牟利組織，我們期望能立體地從多方位推動本澳的網絡及數據安全發展，助力澳門發展成為領先而安全的智慧城市，為構建安全的澳門、構建安全的國家出一分力。

Lakekist Consultancy Ltd.

Dr. Manson Yip, Director Operations

Future Trends: Applications of Cashless, Blockchain, and Non-Fungible Tokens in Integrated Resorts

Abstract

This paper delves into Macau's evolving integrated resort industry, which is adapting to global trends in cashless gaming, blockchain technology, and non-fungible tokens (NFTs). The traditional use of physical tokens and chips in Macau's casinos is undergoing a radical transformation, driven by the increasing adoption of cashless technology, particularly accelerated by the COVID-19 pandemic.

Macau's journey towards cashless gaming began in 2006 with the introduction of the Ticket-in, Ticket-out (TITO) system, a crucial turning point that set the stage for a cashless future. The state of Nevada and the opening of Resorts World Las Vegas in 2021 further demonstrated the worldwide shift towards cashless gaming.

This paper explores the practical applications of cashless gaming within integrated resorts, focusing on its advantages, including spending tracking, enhanced financial security through private blockchains, and the utilization of NFTs for innovative loyalty programs. It also highlights how these technologies prepare integrated resorts for the metaverse and the heightened competition from emerging gaming markets in Asia. In a rapidly changing landscape with increased regional competition, Macau must embrace these transformative technologies to maintain its global gaming leadership by offering a secure, cutting-edge gaming and entertainment experience in line with evolving customer preferences and international industry standards.

Keywords: Macau gaming, cashless, blockchain, NFT, integrated resort.

1.0 Introduction

Integrated resorts, often housing casinos as a core component, have traditionally relied on physical tokens and chips as the primary means of conducting financial transactions within their gaming establishments. These tokens and chips have been fundamental to the gaming experience, representing real-world currency and facilitating bets, winnings, and payouts. The use of chips for table games and tokens for slot machines is deeply ingrained in the casino industry's history and culture.

Casino chips and tokens serve multiple critical purposes in these establishments. They ensure the security of transactions, preventing counterfeiting and fraud, and provide a tangible connection between the virtual world of gambling and the physical world of currency. Moreover, they help maintain an atmosphere of exclusivity and luxury, reinforcing the casino's brand and customer experience. (Wikipedia contributors, 2023)

The adoption of innovative technologies, such as cashless systems, blockchain, and non-fungible tokens (NFTs), is gradually reshaping the traditional casino landscape. As these technologies gain prominence, it becomes essential to explore their potential implications and applications within integrated resorts. The transition from physical tokens and chips to digital, blockchain-based, or NFT-based alternatives presents opportunities to enhance security, transparency, and customer engagement. This paper explores the emerging trends and applications of cashless, blockchain, and non-fungible tokens in integrated resorts, shedding light on how these technologies can redefine the future of casino operations.

2.0 History of Macau cashless gaming

One pivotal moment in the history of Macau's casinos going cashless was the introduction of the Ticket-in, Ticket-out (TITO) technology. This

technology, used in more modern slot machines, was originally developed circa 1992 by MGM Corporation. MGM purchased technology from a Las Vegas firm, Five Star Solutions, as well as barcode ticket printing technology from Jon Yarbrough before his VGT success. They also collaborated with Pat Greene, an inventor in Boston, who held a patent on a Bill Validator capable of reading barcoded tickets and accepting cash. MGM created a consortium of game manufacturers and developed a protocol for its custom Universal Interface Board (UIB) based on a derivative of Bally Gaming's SDS System. (Wikipedia contributors, 2023a)

The cashless evolution of Macau gaming truly took off with the introduction of the "TITO" system at Sands Macau in 2006, marking a significant leap towards modernization and operational efficiency. This introduction was part of the preparation for unifying the casino system with the opening of the Venetian Macau in 2007. As a firsthand participant in this transformation, I personally managed the project, which involved the upgrade of the networking floor, gaming system, installation of ticket printers, cage operations, ticket kiosks, and the development of all related Standard Operating Procedures (SOP).



SDS Key Features

- Ticketing
 - TITO at the Game
 - Cross-Property
 - Offline Ticket Printing & Cashiering
 - Cashier Generated Tickets
- Credit Keyoff With Fraud Protection
- Auto-Redeposit For Unused Restricted Credits



Figure 1.1 Introduction of TITO (*Bally User Conference 2009*)

The introduction of TITO technology signaled the end of the era of cumbersome coin buckets carried around by slot machine players. TITO slot machines provided patrons with barcoded slips of paper, which could

be easily redeemed for cash or inserted for play into other TITO machines. However, this transition was not without its challenges, and it required meticulous planning and execution to bring this cashless revolution to fruition.

3.0 Latest trend on cashless gaming

The latest trend in the world of integrated resorts and casinos is the rapid transition towards cashless gaming. This shift has not only been driven by the evolving preferences of patrons but also by the imperative for regulators to adapt to these changes, regardless of the challenges they pose. The global COVID-19 pandemic served as a significant catalyst, accelerating the process of embracing cashless technologies within the casino industry.

The adoption of cashless gaming is not a recent development. In Nevada, the epicenter of casino gambling in the United States, mobile sports betting was introduced in 2010, laying the groundwork for cashless transactions. Gaming equipment providers and payment processing companies proactively engaged with Nevada gaming regulators to explore the use of cashless wagering technology, providing valuable insights and advice on potential regulatory frameworks. In June 2021, the Nevada Gaming Control Board and the Nevada Gaming Commission approved the use of digital payments, marking a pivotal moment in the industry's evolution. (Lochhead, 2022b)

A year later, the grand opening of the \$4.3 billion Resorts World Las Vegas marked a significant milestone in the cashless gaming landscape. This integrated resort introduced a multi-tiered digital technology system designed to facilitate cashless payments for both gaming and non-gaming activities across the property. Notably, the system, developed by five gaming technology providers, allowed gamblers to digitally purchase chips directly from a table game dealer, demonstrating the industry's commitment to embracing digital payment solutions (Stutz,

2021).

The trend towards cashless gaming is not limited to the United States. Australia is also at the forefront of this transition, with the Star Entertainment Group taking substantial steps to modernize its casino systems. In response to new regulatory requirements around cashless gaming, including the introduction of a cashless wagering system, mandatory card-based play, enhanced "identity management" through AI facial recognition technology, and the digitalization of existing gaming offerings, the company has announced an "extension and expansion" of its longstanding partnership with Konami. This move underscores the global nature of the shift towards cashless gaming and the commitment of major casino operators to stay at the forefront of these technological advancements.

4.0 Application of cashless gaming

One of the primary advantages of cashless gaming lies in its ability to revolutionize the integrated resort experience. The shift towards cashless transactions in casinos is underpinned by several key applications that enhance not only the convenience for patrons but also the operational efficiency and security of casino operations.

1. Spending Tracking and Limits:

Cashless gaming allows for the electronic logging of spending by patrons, enabling casinos to identify players and set predetermined spending limits. This feature empowers both players and operators, promoting responsible gaming practices and reducing the risk of overspending.

2. Elimination of Cash Handling:

Cashless gaming reduces the need for physical cash, thereby eliminating the necessity for players to carry cash or make frequent withdrawals from ATMs. This enhances the overall convenience of the gaming experience

and minimizes security concerns associated with handling large sums of cash.



Figure 4.1 *Cashless resorts can cover both gaming and non-gaming (IMIO – XUVL LLC)*

3. Private Blockchain Integration:

To ensure the security and transparency of financial transactions, some integrated resorts have embraced private blockchain technology. Blockchain provides a decentralized network where each participant or node is responsible for validating and detecting unauthorized changes. This creates a highly secure environment for financial transactions, making it an ideal technology for maintaining an accurate and reliable record of all casino-related financial activities. It also facilitates compliance with regulatory requirements and safeguards against unauthorized alterations.

4. Universal Wallet and EFTPOS Integration:

Integrated resorts can offer customers the convenience of using their mobile devices as universal wallets or Electronic Funds Transfer at Point of Sale (EFTPOS) systems. By linking credit/debit cards, bank accounts,

cryptocurrencies, and loyalty points to these digital wallets, patrons can enjoy seamless, secure, and easily trackable financial transactions throughout the resort. This approach streamlines the path toward a 100% cashless environment.

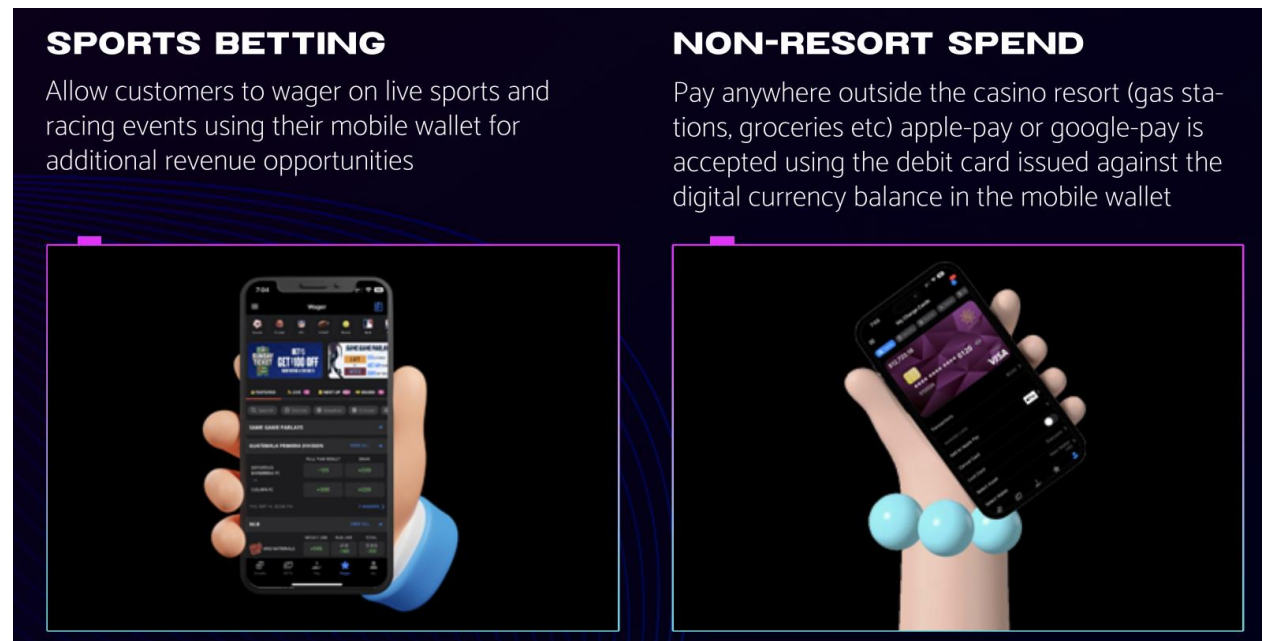


Figure 4.2 *The concept can apply outside the resort and cover other business area (IMIO – XUVL LLC)*

5. Enhanced Financial Security and AML Compliance:

The implementation of private blockchain technology in cashless gaming also facilitates Anti-Money Laundering (AML) initiatives within the resort. All currency transactions and contracts are registered on the blockchain, ensuring that they are transparent, traceable, and compliant with AML regulations.

6. NFT-Based Loyalty Programs:

Non-Fungible Tokens (NFTs) present an innovative way to revamp customer loyalty programs. Unlike traditional "spend and earn" programs, NFT-based loyalty programs enable customers to "buy" into exclusive memberships by acquiring unique digital assets. Patrons can use these NFTs to access exclusive offers and services within the integrated resort,

thus creating a novel revenue source and enhancing customer engagement.

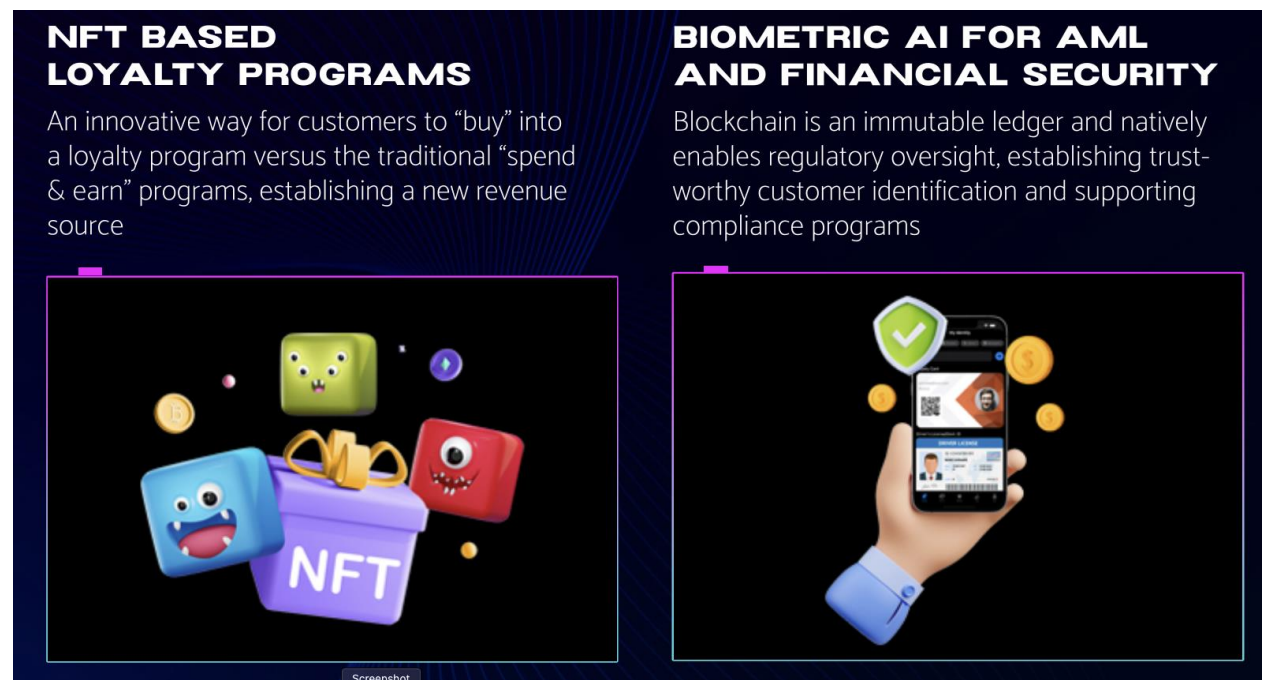


Figure 4.3 *The blockchain immutable ledger fulfill AML regulation and the NFT can facilitate new marketing opportunity (IMIO – XUVL LLC)*

In summary, the applications of cashless gaming extend far beyond mere convenience, reshaping the integrated resort experience and revolutionizing the way patrons interact with casinos. By harnessing private blockchain technology and embracing NFTs, casinos can create a more secure, transparent, and engaging environment while preparing for the digital future of the metaverse.

5.0 Conclusion

Macau, as a global gaming hub, finds itself at a crossroads as it navigates the evolving landscape of the integrated resort industry. With growing competition in the region, including emerging players like Japan and Thailand, the imperative to stay ahead in the technology race has never been more pressing. The future of integrated resorts is set to be defined by cutting-edge innovations, including cashless resort solutions.

The industry is at a juncture where it must proactively study and adopt the latest technologies and business models to adapt to the new challenges that the emerging competition brings. The introduction of cashless gaming, blockchain, and non-fungible tokens is not just a trend but a transformative force. These technologies promise to enhance security, transparency, and customer experiences while streamlining operations.

As the arena of integrated resorts continues to evolve, the adaptability and forward-thinking of Macau's industry players will play a pivotal role in shaping the future of gaming, hospitality, and entertainment. Macau's journey towards a cashless, blockchain-based, and NFT-infused integrated resort experience is not only a response to current industry trends but a proactive strategy to remain competitive in an ever-changing world.

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澳門理工大學

博彩旅遊教學及研究中心 - 周金泉副教授

元宇宙賦能澳門博彩旅遊業

一、認識元宇宙

元宇宙 (Metaverse) 近年來逐步被社會各界達成共識。現在全世界影響最大的、被普遍接受的主流觀點是：元宇宙是第三代互聯網 (Web 3.0)。用我的說法是：元宇宙是願景/理想的互聯網。在互聯網大時代中，PC 互聯網是 1.0 時代，移動互聯網是 2.0 時代，而“元宇宙”將是互聯網的 3.0 時代。“元宇宙”是下一代互聯網的門票，是未來互聯網產業升級的大方向。

元宇宙更加強調虛擬世界與現實世界的結合。包括擴展現實 XR (Extended Reality)、增強現實 AR (Augmented Reality)、虛擬現實 VR (Virtual Reality)、混合現實 MR (Mixed Reality) 的統稱。隨著硬件技術的突破發展，比如蘋果穿戴設備的開發，使元宇宙技術及其前景受到日益關注。

因而，元宇宙技術從根本上改變了人的認知，越來越多傳感器、大數據和人工智能(AI) 技術不斷地向工業滲透，實現工業流程的自動化、網絡化，這類先進技術的應用還將繼續增加引發工業 5.0 的產業變革和社會 5.0 的變革。旅遊業因而會產生巨大變革。

二、元宇宙+澳門博彩旅遊

元宇宙技術的最先受益者市遊戲產業和旅遊產業。因而，澳門也是元宇宙技術的收益者，特別是元宇宙技術賦能到旅遊產業中來。

形成全新的虛擬旅遊產品。2023 年 6 月 22 日 — 前往泰坦尼克號 (TMS Titanic, 鐵達尼號) 殘骸的付費載客觀光潛水器在周日 (6 月 18 日) 出發後不久失蹤，導致重大的人員和財物損失。如果能夠運營元宇宙技術，實際可開發出虛擬的泰坦尼克旅遊，就可以讓遊客有更加深入體驗的。

現有旅遊產品的增強，對於現有旅遊產品的現實增強，比如大三巴旅遊的虛擬與現實旅遊，可以重現幾百年前的大三巴情景，遊客可以沉浸在虛擬與現實交互的世界中。

虛擬的旅遊服務體驗。元宇宙技術的觸角可以延伸到旅遊產業的整個鏈條中，通過元宇宙技術提升服務的質量，增進旅遊的服務體驗。比如在導覽、購票等各個環節。

三、澳門現在能做些甚麼？

除了上述直接賦能旅遊產業外，元宇宙技術能夠從多個方面影響澳門未來產業和社會的發展。

元宇宙+基礎教育與培訓。元宇宙技術可以在教育培訓中大展身手，沉浸式教學能夠更加生動形象和參與式的教學，可以在澳門中小學甚至大學的課堂教學中運營，提升教學興趣與質量。元宇宙技術為培訓行業提供虛擬環境，模擬真實情景，加上人工智能技術，可以更加高效的提升和改變傳統的培訓模式。

博彩旅遊+元宇宙。元宇宙技術能模擬真實的情景，相信未來虛擬賭場會是博彩產業發展的一個重要方向。特別是元宇宙技術中的區塊鏈技術，對於賭客的身份以及加密數字貨幣的使用，可以實現全球範圍內的共享的虛擬博彩環境。因此。澳門博彩旅遊體驗，需要重視虛擬博彩遊戲與現場博彩的互動體驗研究，以解決未來的發展面對的問題。

基於元宇宙的“澳門不夜城”開發。基於 web3.0 的元宇宙技術，完全超越和取代現在的 web2.0 世界。因而，元宇宙技術可以取代現在所有的互聯網服務，而推進人類社會進入 5.0 時代。澳門不夜城的建立，將會使澳門成為一個璀璨的東方明珠。

