

3D hologram festive greeting cards

Pos Malaysia shows its innovation through unique product for Hari Raya

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EMBRACE technology and make your good wishes more interesting this festive season with 3D Hologram Raya greeting cards by Pos Malaysia Bhd.

"The evolution of technology has made everything easier including exchanging Raya greetings.

"People are always on the lookout for something different that has to break through the clutter of texting.

"As the provider of postal and logistics services, we continuously challenge ourselves in offering customers something unique," said Pos Malaysia chief operating officer (mail) Helmi Hashim.

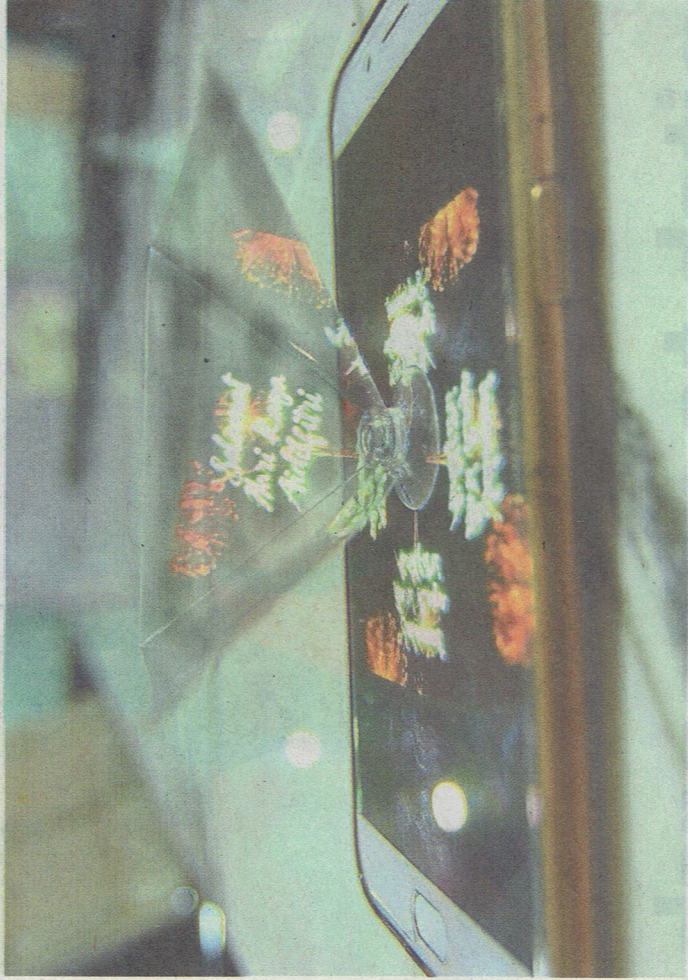
He added that this was the first time they were offering the 3D hologram card, following the success of its Raya postcards with Augmented Reality (AR) last year.

"Last year, sales of AR Raya postcards was 1.1 million pieces and we hope to see the same this year with the 3D hologram Raya greeting card," said Helmi.

Priced at RM12, each card pack consists of one envelope pre-fixed with a 50sen stamp, one hologram plastic projector, one limited edition *Pulang* movie postcard and four pieces of AR-enabled Raya postcards.

The *Pulang* movie postcard is released in collaboration with Primeworks Studios. *Pulang* is a movie scheduled for release after Raya.

To view the 3D hologram video, users have to download the free Hologram Raya 2018 application via Google Play or App



Pos Malaysia's 3D Hologram Raya Greeting Card.

Store, place the hologram plastic projector onto the phone screen and enjoy.

Through the hologram application, users will also be able to watch three *Pulang* movie trailers and an exclusive behind-the-scenes clip.

To play the AR videos, users are required to download the AR Postcard 2018

application for free via Google Play or App Store, scan the QR code on the AR postcard



A Pos Malaysia employee showing how the AR Postcard application works. It plays a festive animation when the barcode on the AR postcard is scanned.

and watch the interesting animations.

The 3D hologram Raya greeting card packs are available at 400 selected post offices in Malaysia and via www.ezitemall.com.

Additionally, Pos Malaysia is offering a special discounted rate for domestic postage for Raya greeting cards not exceeding 50gm in weight at 50sen per piece from now until June 12.