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Changi Airport expands its world-class experience into the metaverse with launch of ChangiVerse on Roblox

Changi is the world's first airport to venture into Roblox, with a digital wonderland featuring the aviation hub's iconic landmarks and a myriad of mini games

Top racers in the Changi Kart game stand to win a pair of air tickets each month till September 2023

SINGAPORE, 13 April 2023 – Today, Changi Airport Group (CAG) unveils *ChangiVerse*, an innovative online experience, marking the airport's global debut in the metaverse. Changi Airport is the first airport to create a virtual world on Roblox, a gaming platform that sees a monthly active user base of over 200 million across the globe. *ChangiVerse* aims to revolutionise the online airport experience, crossing physical barriers and time zones to allow fans of Changi, or those who have not had the chance to travel through the airport, to explore, interact, and engage with Changi in the digital space.

Developed in collaboration with Accenture, this expansion of the Changi experience complements the physical realm by putting a playful twist on notable sights, such as Jewel Changi Airport (Jewel), the distinctive Changi control tower, outdoor dinosaur display attraction Jurassic Mile, a plane hangar, and more.

Players can look forward to a variety of mini games which emulate the airport experience, such as check-in and baggage claim. The core game of *ChangiVerse* is the Changi Kart racing game, where the top racer each month from now till September 2023 stands to win a pair of air tickets. As they progress through the game, players can level up and unlock new areas and items, such as *ChangiVerse*-exclusive wearables for their digital avatar.

Ms Hung Jean, Group Senior Vice President of CAG's Enterprise Digital Ecosystem & Business Division said, "With *ChangiVerse*, we want to strengthen Changi Airport's position as more than just a transport node, but a fun and magical destination where memories are created. With our customers becoming more digitally savvy and interacting in the digital space, *ChangiVerse* is also about engaging our customers and serving them better through innovation and experimentation, in line with our belief of customers being at the heart of everything we do."

"We are privileged to collaborate with CAG to drive digital-physical convergence through *ChangiVerse*. By combining digital and physical worlds, *ChangiVerse* can simulate the airport environment, creating immersive experiences that elevate human interactivity to new dimensions, enhance customer experiences, and drive innovation. We look forward to exploring new opportunities for CAG to leverage emerging technologies and differentiate themselves in the industry, as they continue to pioneer and provide revolutionary solutions for their customers in this exciting new era," said Wee Wei Ng, Southeast Asia market unit lead for Accenture.

Explore iconic landmarks of *ChangiVerse* and play mini games to level up

ChangiVerse visitors will be wowed by stunning replicas of iconic Changi landmarks as they play a myriad of mini games

ChangiVerse will transport players into a whimsical interpretation of Changi Airport, inviting them to explore three key areas initially: Jewel, Terminal 3 (T3) and Airport Boulevard. Within each zone, visitors will not only encounter stunning virtual replicas of Changi's iconic landmarks, but also discover a slew of mini games and surprises at every turn. Players level up by accumulating experience points from the games, with each level unlocking access to special items or areas.

Once players enter *ChangiVerse*, they will be greeted by the majestic cascades of the world's largest indoor waterfall, surrounded by the lush greenery of Jewel. Explorers can pop by glamping tents, each with a different theme to celebrate festive seasons, or visit a bustling café to soak in the atmosphere.

Help travellers find their luggage in Baggage Expert, scale the Changi control tower by bouncing on clouds in Obby Expert, or customise your own airplane using the Plane Configurator at the Plane Hangar

Terminal 3's Departure Hall will look immediately familiar to those who have visited before, with its signature floor tile design and ceiling panels. Mini games in this area include Check-in Champ, where players help travellers find

the right check-in kiosk for their flight, and Baggage Expert where they assist travellers in locating their luggage based on a description shared.

ChangiVerse explorers will find Airport Boulevard to be home to some of the airport's most famous sights, like the Changi control tower which features the Obby Expert obstacle course mini game, challenging players to scale the building by bouncing on clouds to reach the top.

Housed along the runways is the Plane Hangar, where players can customise their own airplanes. Different models, ranging from a vintage propeller plane to a sleek, modern fighter jet, and skins to decorate the aircraft can be unlocked as players level up. Aside from taking in the sights of the terminals and runways, players can also visit the dinosaurs of Jurassic Mile, even taking a dip with a fearsome Mosasaurus!

Race to the top of the Changi Kart leaderboard and win air tickets

Negotiate the thrills and spills of Changi Kart, collect Butterfly Tokens to boost your speed and get the fastest timing to top the leaderboard!

The core game of the *ChangiVerse* is Changi Kart, where players race on a circuit which weaves through Airport Boulevard, collecting purple Butterfly Tokens to boost their speed whilst avoiding obstacles such as laser windmills or the sweeping tails of dinosaurs lumbering alongside the track. The top three competitors each week on the leaderboard will have their avatars appear at T3's winners' podium, celebrating their wins with victory dances.

From now till September 2023, the racer with the fastest lap timing of the month will win a pair of Economy Class air tickets on Singapore Airlines. Singapore residents will be able to make a round trip to any destination with a direct flight serviced by the airline, while overseas winners will be rewarded with a trip to Singapore and a chance to see Changi Airport come to life in person.

Collect Butterfly Tokens and unlock exclusive collectibles

By traversing the far reaches of the *ChangiVerse* or playing mini games, players can gather even more purple Butterfly Tokens. Five special golden tokens, worth vastly more than the purple tokens, have been hidden in various locations throughout the virtual realm and reappear daily, rewarding only the most intrepid and determined of explorers.

Players can exchange Butterfly Tokens for ChangiVerse-exclusive wearables for their avatar which include specially designed wings and baggage

Aside from being able to power up Changi Karts, Butterfly Tokens can be used to redeem plane models and skins for the Plane Configurator as well as *ChangiVerse*-exclusive limited-edition digital wearables at the *ChangiVerse* T3 store. A range of wings and luggage for Roblox avatars have been specially designed with Changi-themed motifs, like the butterfly wings, or the dino tail luggage. Players who have reached Level 7 or above will unlock access to the VIP Lounge, which showcases even rarer collectibles that players can gun for, like the Purple Fairy Magic wings.

Just as Changi Airport constantly strives to keep its physical offerings fresh and exciting, visitors to *ChangiVerse* can expect much more as CAG continues to add more experiences and adventures.

Visit *ChangiVerse* in Roblox here:

<https://www.roblox.com/games/11576508871/ChangiVerse>

More details on all the above activities can be found in the Annex, or at <https://changi.me/ChangiVerseMR>

High resolution images can be downloaded from <https://changi.me/ChangiVerseImages>

Social media assets on *ChangiVerse*

Facebook Post (13 Apr 2023): <https://changi.me/3KtOmlp>

YouTube Video (13 Apr 2023): <https://changi.me/41lnSBb>

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

As one of Asia's most connected international aviation hubs, Changi Airport links Singapore to some 140 cities globally, with over 90 airlines operating more than 5,500 weekly flights. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, adding to Changi Airport's shopping and dining offerings of over 550 F&B and retail outlets across the airport. The world's most awarded airport, Changi has won over 650 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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