



For Immediate Release

ALIBABA CLOUD BRINGS A UNIQUE TECH-FUELLED EXPERIENCE TO GENTING SKYWORLDS THEME PARK

An AI-powered Virtual Queue Solution provides guests with a seamless and engaging entertainment experience through Genting SkyWorlds' mobile app

Genting Highlands, 30 Jun 2022 – Alibaba Cloud, the digital technology and intelligence backbone of Alibaba Group, has collaborated with Genting SkyWorlds Theme Park to deploy the region's first AI-powered Virtual Queue (VQ) solution that utilises the latest cloud-based technology to deliver seamless and engaging guest experiences through Genting SkyWorlds' mobile app.

Alibaba Cloud's VQ Solution leverages Artificial Intelligence (AI) to enable more efficient crowd management and to reduce waiting time dynamically. VQ reservations use advanced AI algorithms and real-time intelligence from the ride wait time to throughput. This solution allows the operations team to better control crowd distribution and optimise ride capacity. With Alibaba Cloud's tailored solution for Genting SkyWorlds, the theme park will be able to handle a higher volume of crowd, and manage excessive traffic securely via the cloud platform.

"Thanks to this collaboration with Alibaba Cloud, Genting SkyWorlds is the first theme park in Southeast Asia to feature advanced VQ technology, enabling guests to skip the regular lines and choose what to do when they want. With the VQ system integrated into our mobile app, guests will have access to some attractive features, including the ability to reserve preferred rides, attractions, and entertainment based on their preferred time slots, create groups for multiple ticket holders, view recommended itineraries and receive real-time alerts for VQ reservations," said **Mr. Greg Pearn, Vice President, Head of Theme Park Operations, Resorts World Genting**.

"Alibaba Cloud has been recognized globally for its technological innovation, and we are truly excited now to travel on this adventure with Genting SkyWorlds. The VQ Solution, which was specifically designed for Genting SkyWorlds, uses our advanced, robust, and secure cloud technologies to complement the theme park's exceptional offerings to the guests, who can expect an efficient, and seamless experience, while enabling them to safely maintain social connections," said **Kun Huang, General Manager of Malaysia, Alibaba Cloud Intelligence**.

Integrated into Genting SkyWorlds' mobile app, the VQ and Itinerary Planning service powered by Alibaba Cloud enables guests to make reservations in advance for selected rides, attractions, and entertainment, allowing them to conveniently plan their entire experience at the theme park, ahead of their arrival date.

Guests who use the mobile app regularly to reserve VQ slots and follow the recommended itineraries will be rewarded with benefits such as discount vouchers, and additional VQ reservations. This has been made possible by the Itinerary Planner function, which serves as guests' personal intelligent assistant that formulates a personalised agenda of adventure at Genting SkyWorlds. Powered by Alibaba Cloud's advanced technology, the Itinerary Planner is capable of generating tailor-made



itineraries with just a single tap. Guests who purchase their tickets offline can also download the app upon arrival, or can use the VQ kiosks within the theme park to enjoy a similar experience.

With Alibaba Cloud's proven cloud-based solution, Genting SkyWorlds is able to create a unique experience for guests to celebrate holidays, special events and fun days out. The official Genting SkyWorlds Theme Park mobile app is now available for free download via Google Play Store and Apple App Store. Serving as the single most quintessential and comprehensive element to Genting SkyWorlds with first-hand and real time information, the app enables guests to navigate and experience the park effectively.

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About Alibaba Cloud

Established in 2009, Alibaba Cloud (www.alibabacloud.com) is the digital technology and intelligence backbone of Alibaba Group. It offers a complete suite of cloud services to customers worldwide, including elastic computing, database, storage, network virtualization services, large-scale computing, security, management and application services, big data analytics, a machine learning platform and IoT services. Alibaba maintained its position as the third leading public cloud IaaS service provider globally since 2018, according to IDC. Alibaba is the world's third leading and Asia Pacific's leading IaaS provider by revenue in U.S. dollars since 2018, according to Gartner.

About Genting Malaysia

Genting Malaysia Berhad (GENM) is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia, GENM owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City and Resorts World Catskills (which is 49%-owned via an associate company) in the United States (US), Resorts World Bimini in the Bahamas, Resorts World Birmingham and over 30 casinos in the United Kingdom (UK) and Crockfords Cairo in Egypt.

With about 10,500 rooms across seven distinct hotels, RWG is Malaysia's premier integrated resort destination. The resort also features wide-ranging leisure and entertainment facilities, including gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Additionally, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group) at the mid-hill and Genting SkyWorlds, a first class, world-class theme park, further complement RWG's extensive premium offerings and exemplifies its position as a leading provider of leisure and entertainment in the region.

GENM is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the Philippines, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, and biotechnology.



About Genting SkyWorlds Theme Park

Genting SkyWorlds Theme Park is Southeast Asia's most anticipated theme park. As part of Resorts World Genting's integrated entertainment line-up, the outdoor theme park is built across 26 acres of land and features 26 rides and attractions suitable for everyone in the family, catering to guests of all ages. Genting SkyWorlds Theme Park will take guests on a sky-high adventure through nine movie and adventure inspired "worlds"- Eagle Mountain, Central Park, Liberty Lane, Robots Rivet Town, Andromeda Base, Ice Age, Studio Plaza, Epic and Rio. Each world features a host of exciting rides and attractions - specially curated and designed to send imaginations soaring through an immersive experience. This is complemented by a unique array of themed retail, dining and entertainment experiences, providing a truly holistic and unforgettable experience for the entire family.

For more info on Genting SkyWorlds Theme Park, please log on to www.gentingskyworlds.com or follow our official social media pages on [Facebook](#), [Instagram](#), [YouTube](#) and [Twitter](#).

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