



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

9 October 2018

REQUEST FOR QUOTATION

The Philippine Department of Tourism - Korea is in need of a well-experienced company based in Korea engaged in designing an Augmented Reality (AR) mobile application for Android and IOS platform for PDOT-Korea's participation in the Seoul Lantern Festival on November 2-18, 2018. Attached is the Terms of Reference.

Interested companies may submit a price quotation/proposal on or before October 16, 2018, to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 3180520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

A handwritten signature in black ink, appearing to read "M. Corazon Jorda-Apo".

MARIA CORAZON JORDA-APO
Tourism Director and Attaché

Philippine Department of Tourism-Korea

Suites 102 & 801, Paiknam Bldg., Euljiro 1 (il)ga, Jung-gu, Seoul 04533, South Korea

Tel: (822) 598-2290 Fax : (822) 318-0520 Email: pdot@philippinetourism.co.kr Website: itsmorefuninthephilippines.co.kr

TERMS OF REFERENCE

I. PROJECT TITLE : PHILIPPINE DEPARTMENT OF TOURISM – KOREA AUGMENTED MOBILE APPLICATION DEVELOPMENT FOR THE SEOUL LANTERN FESTIVAL 2018

II. BACKGROUND

As part of the Philippines' intensified tourism promotions campaign in Korea, the Philippine Department of Tourism Korea will participate in the Seoul Lantern Festival organized by the Seoul Metropolitan Government and Seoul Tourism Organization. Since its inception in 2009, the annual Seoul Lantern Festival, one of the representative festivals in Seoul, is held throughout the period from the first Friday of November to the third Sunday of November. Every year nearly 3 million visitors can expect to see lanterns from different countries along the 1.2km Cheonggyecheon Stream with various things to see stretching all the way from Cheonggye Plaza and Supyogyo Bridge.

III. PURPOSES / OBJECTIVES

The main objective of having Augmented Reality Mobile Application in this event is to promote the Philippines in this kind of platform which is a popular marketing tool nowadays. With this technology, people will have interactive experience of the featured Philippine destination in an environment whereby the objects that reside in the real-world are augmented by computer-generated perceptual information. This will also further intensify recall and/or awareness of the Philippines.

The DOT is in need of the services of a well-experienced professional company based in South Korea engaged in developing a mobile app for Android and IOS platform for the creation of Augmented Reality (AR) generated image for DOT's participation in the 2018 Seoul Lantern Festival.

VI. SCOPE OF WORK/ DELIVERABLES

Following are the services required by the Philippine Department of Tourism for Augmented Reality mobile application.

A. Technical requirements

Below are the scope of the technical requirements for the Augmented Reality Mobile Application development.

- a. Android & IOS platform Mobile Application
- b. AR Scanner
 - Scanning QR code to download PDOT-K AR App
 - Image marked with this symbol AR+(Augmented Reality) generated
 - Upload function direct to your Instagram account

B. Function & Features

The following below are the main functions and features of the Augmented Reality Mobile Application:

- a. Introduction to "Tourist Spot"
 - Six (6) destination Tourist spot
 - A brief description of the selected tourist spot
- b. Video
 - Youtube video integration
 - Video about the selected tourist spot
- c. How to get there
 - Instructions on how to get to the tourist spot
 - Details will come from the URL link: www.itsmorefuninthephilippines.com.kr
- d. Tourist Spot
 - Description of what to expect on the tourist spot
- e. Suggested Itinerary
 - Suggested itinerary from Facebook page

C. Other Features

- a. Social media integration (Facebook, YouTube)

V. TIME FRAME & SCHEDULE OF WORK

The development phase and timetable is an estimated visual guide to monitor the progress of the project. The development team reserves the right to extend the programming time due to one or more development issues. The said extension will not affect the project cost in except when there is a change in the project scope.

Development Stages	Time Table
Mobile Application Study • This phase involves the layout adjustment of the approved design for mobile, tablet and desktop usage.	2
Design Approval & Revisions • Design Revisions • Design Acceptance and Sign-off before actual coding.	2
Development Phase • This phase includes actual coding, programming, and uploading of project files.	7
Testing and Quality Assurance • The phase includes testing and quality assurance for bugs, errors, and technical problems	2
Final Revision and Uploading • All aspects of the website programming and content will be finalized • Project Acceptance and Upload Sign-off of the completed project	1
TOTAL	Fourteen (14) working days

*A Developer Web Consultant should be assigned for the duration of the project. Day to day project correspondence and reports may be done via telephone and/or email during official business hours (8:00 am – 12:00 in; 1:00 pm – 5:00 pm, Mon. to Fri.).

Deadline for submission of mobile app design and cost proposal is on October 16, 2018, 5:00 pm.

VI. BUDGET

Total budget allocation for the AR mobile application is **KRW 3,500,000**