

Faculty of Business Organizes The 6th International Virtual Reality AI Agent Interactive Content Innovation Grand Finals



The 6th International Virtual Reality AI Agent Interactive Content Innovation Grand Finals was held on December 6 and staged concurrently in Nanjing and Hong Kong. The event was jointly organized by Faculty of Business, Lingnan University and Nanjing Association for Science and Technology, with co-organization support from Nanjing Yuhuatai District Bureau of Science and Technology, Nanjing Yuhuatai District Association for Science and Technology, and Ruiyue (Nibiru) Technology. On behalf of Faculty of Business, Dr Raymond Wong Research Center for Arts Technology and Business oversaw local coordination and execution of the competition.



The competition engaged participants from primary schools, secondary schools, and universities. Following competitive preliminary and semi-final rounds, 34 finalist teams

from Mainland China, Hong Kong, and Macao advanced to the finals. These teams delivered on-site presentations in either Nanjing or Hong Kong, showcasing projects on a wide range of themes such as cultural digital heritage, educational technology applications, social governance, and human-centered care.

Three teams from Lingnan University earned a spot for the finals. This included two teams from the MSc in Arts Technology and Business (MScATB) programme with the projects *King of Cantonese Opera* (粤剧之王) and *Cultural Corridor* (文化回廊), and one team from the MSc in Business Innovation and Entrepreneurship (MScBIE) programme with the work *Stepmother's Magic Mirror* (后妈的魔镜). Through their innovative use of virtual reality and AI interactive content, *King of Cantonese Opera* earned a second prize, and the other two projects both received third prizes.

This competition established a dynamic platform for students across different age groups to collaborate and exchange ideas, fostering interdisciplinary innovation and real-world application of emerging technologies.



Participating teams from Lingnan University Faculty of Business



The work *King of Cantonese Opera*(*粤剧之王*) by the MScATB Team of Lingnan University won the Second Prize.



The work *Cultural Corridor*(*文化回廊*) by the MScATB Team of Lingnan University won the Third Prize.



The work *Stepmother's Magic Mirror*(*后妈的魔镜*) by the MScBIE Team of Lingnan University won the Third Prize.