

Headline	In reality, it's all about family		
MediaTitle	The Star		
Date	22 Jan 2020	Language	English
Circulation	175,986	Readership	527,958
Section	Metro	Page No	10
ArticleSize	507 cm <sup>2</sup>	Journalist	M. MAGESWARI
PR Value	RM 76,545		



# In reality, it's all about family

Utility giant's CNY film drives home message that nothing beats celebrating with loved ones



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TECHNOLOGY can be an effective tool in forging family ties but festive celebrations are best experienced in real life with the people who matter most – our family.

This was the key message in Tenaga Nasional Bhd's (TNB) Chinese New Year film titled *Reality Not Virtual*, which was unveiled during an exclusive media screening at Bookmark, APW Bangsar, Kuala Lumpur.

The film shows how Bryan, a young working adult, who is not keen to go back to his hometown for Chinese New Year.

His mother sends him a Virtual Reality (VR) headset so that he will not miss out on the festivities at home.

Once Bryan puts on the VR headset, he is able to observe meaningful festive traditions, such as tossing of yee sang, making kueh kapit, receiving ang pow as well as the lion dance.

After using the VR headset, Bryan realises that he misses his family and wants to return home for Chinese New Year.

"We felt that the latest technology could relay the message that spending time with one's family is impor-



(From left) Tenaga Nasional Bhd chief risk officer Datuk Lim Tong Kang, its general manager (Chairman Office) Datuk Chong Huck Joo, Roslan, Tong, TNB corporate affairs general manager Datuk Omar Sidek, TNB corporate strategic communications general manager Sutapa Bhattacharya and Quek at the launch of the film in Bookmark, APW Bangsar. – FAIHAN GHANI/The Star

tant," said TNB chief corporate officer Datuk Roslan Ab Rahman.

He hoped that the film would make youngsters realise the importance of celebrating the festival with their families.

Customer care officer Tong Yaw Wei, 26, said he was happy to get the chance to portray Bryan.

"It was an experience as the film is very different.

"For instance, in the scene that shows me carrying a young relative, I was actually holding a bucket of water and ended up pouring water on myself," said Tong, adding that

he had experience performing on stage while pursuing a degree in Performing Arts and Drama at Universiti Malaya.

"It is a good feeling to be able to educate people on the importance of getting together with family during a festival," said Tong, adding that he would be returning two days earlier to his hometown in Kuantan, Pahang, to celebrate the Lunar New Year with his family.

Quek Shio Chuan, who directed the short film, said it was filmed over three days in Sentul and Jaiin Kia Peng, Kuala Lumpur.

"We want young people to realise that family is important.

"VR cannot replace being there in person. We hope people will enjoy watching the film and share it with friends and family," he added.

At the preview, guests were also treated to "The Making Of" video which incorporates behind-the-scenes footage.

The four-minute-and-16-second film can be viewed on TNB's official YouTube channel ([youtube.com/TENAGAOFFICIAL](https://www.youtube.com/TENAGAOFFICIAL)) while a 60-second TV commercial will be aired from Jan 23.

Accompanying the film is an "interactive print ad", where readers can fold the sections to reveal a festive message.

TNB is also running an Energy Efficiency Contest featuring the main cast of the film in a 360° video.

Log on to [facebook.com/TNBCareline](https://www.facebook.com/TNBCareline) to participate and win prizes like a smartphone.

People can also share festive GIFs and stickers with their family on WhatsApp, Facebook and Instagram by searching "TNB Chinese New Year".