Mapxus (2026-10-22)

Mapxus Brings Stamp Rally to SVhk-Sino Impactathon: “Calling Captain Smoothie” Family Wellness Event at One North

On September 26, 2026, Mapxus supported “Calling Captain Smoothie” (召集 Captain Smoothie), a parent-child activity showcased at the Innovation Open House at One North in Yuen Long, Hong Kong. Organized by Food With Benefits, a participating startup in the SVhk–Sino Impactathon, the event promoted healthy eating and regular exercise by combining health education, physical activity and interactive challenges, with Mapxus providing indoor navigation and Stamp Rally features.

Launched in April 2026, the SVhk–Sino Impactathon is a five-month micro-accelerator program organized by Social Ventures Hong Kong (SVhk) and Sino Group’s Sino Inno Lab and The Spark. Using Hong Kong’s Northern Metropolis as a community test bed, the program aims to pilot, refine and scale impact solutions through collaboration across the public, industry, academic, research and community sectors.

At the event, Mapxus indoor navigation guided participants to each stamp point around the venue. There, they collected stamps through Stamp Rally, a Mapxus gamification feature that integrates interactive challenges and rewards into indoor navigation, encouraging visitors to explore physical spaces through engaging, location-based activities.



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Stamps could be earned in three ways: a quiz challenge, an augmented reality (AR) photo-recognition challenge and an AR treasure hunt, where participants used an AR camera to find designated patterns. These activities connected digital interactions with physical exploration, allowing participants to engage with the venue through a series of interactive tasks.

The event offered a practical example of how location-based technology can support both wayfinding and on-site engagement in community settings, reflecting the SVhk–Sino Impactathon’s focus on bringing innovative solutions into real-world environments. Event organizers and venue operators who are interested in bringing Stamp Rally to their own spaces can contact the Mapxus team to learn more.