

DatumCorp launches mobile game to help Orang Asli community

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(From left) Gombak district officer Datuk Amirul Azizan Abdul Rahim, REI Group chief executive officer Dr Daniele Gambero, Shytul, Amirudin, Perbadanan Kemajuan Negeri Selangor chief operating officer Hajah Norita Mohd Sidek, John-Son and Perbadanan Kemajuan Negeri Selangor Central Region Development general manager Azmi Adnan during the launch of the #DatumHomesForAll campaign

PETALING JAYA: Datum Tap, a mobile game by DatumCorp International Sdn Bhd will allow players to build virtual homes for the Orang Asli community, which will then be converted into real houses.

The game was launched by Selangor Menteri Besar Amirudin Shari and DatumCorp chief executive officer Shytul Shahryn Mohamad Shaari on Oct 6 at the Datum Galeria sales gallery at Jalan U Thant, in conjunction to the #DatumHomesforAll campaign.

The mobile game allows players to help the Orang Asli communities by playing a tapping game on their smartphones. According to the statement, a memorandum of understanding was signed between Shytul and Epic Society president John-Son Oei, marking the launch of a first of its kind Datum Tap game.

“Datumcorp brought it to another level, where the game translates into actual homes for the communities in need,” said John-Son, adding that the Orang Asli culture can be celebrated together through the game as more people come to understand their importance as part of the nation’s rich artistic and cultural heritage.

About The #DatumHomesforAll campaign:

1. Aims to cement Datumcorp’s community-building mission by achieving two objectives.
2. The first objective is to increase awareness amongst the public for the contributions of the Orang Asli community to the state.
3. The second objective is to ease home ownership and investment in Datum Jelatek through four unique special year-end packages to celebrate the launch of its first corporate responsibility initiative and its work progress.



A house is a pillar of strength that unites the family, and this collective unit forms the backbone that defines the nation. Since the end of WWII and the beginning of our nation’s independence, the concept of housing has evolved over the years. From the emphasis on practicality and functionality, today’s developments amalgamate the concept of living, accessibility, space and functionality into a harmonious union.

The StarProperty.my Awards 2019 is here for the fourth time to celebrate the developers and projects that laid the foundations of our nation. If you are interested in participating in the award, register at bit.ly/spaward-s2019.



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