



# Chinese New Year: Celebrating and staying connected virtually

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From online lion dance watch parties to virtual greeting cards, tech is helping Malaysians observe the Chinese New Year while staying safe. — Food photo created by freepik - www.freepik.com

Johnson Lai, a digital marketing consultant for Johor-based Optisage Technology, said the company offers digital CNY cards that customers can personalise with their own message.

“When we launched this business three years ago, we promoted a ‘go green’ initiative and reminded our corporate clients that they can skip the hassle of signing hundreds of cards or arranging for delivery at the post office,” he said.



Though there are plenty of free services, Lai said some are willing to pay for personalisation.

“Yes, they can download virtual greeting cards for free but they probably won’t know how to embed the company logo and insert their own messages.

“Some feel sending out greetings cards with a personalised message and branding is essential to maintaining a professional image,” he said.

Users don’t have to put up with the hassle of signing hundreds of greeting cards when they are sent virtually, says Lai. — JOHNSON LAI