

JBL and Garena team up to present gamified learning to students

- The JBL Quantum Game Theory challenged students to complete gamified quizzes and Call of Duty®: Mobile matches for attractive prizes
- Plans to replicate the success in tertiary institutions across Southeast Asia this year are underway



Singapore, 28 February 2024 – Leading audio technology brand JBL has teamed up with Garena Call of Duty: Mobile to launch JBL Quantum Game Theory, a programme that aims to reshape the way students interact with educational content. The tie-up sees participants take on gamified learning modules in real life, as well as overcome challenges and milestones in the popular multiplayer game.

The programme was unveiled on 21 and 22 February at ITE College East, where over 200 students participated in the games. Channelling the charms of gaming, JBL Quantum Game Theory goes beyond textbooks to elevate engagement, motivation, and learning outcomes.

Where Gaming Meets Academia

To dial up the excitement, JBL and Garena created an esports arena on campus grounds. The arena featured audience seating and broadcast stations showing participating players' gameplay live on a big screen.

Participants had to first complete a quiz on select subject modules, with their scores determining the equipment they received in the following Call of Duty: Mobile match. Top scorers of the custom in-game match then walked away with prizes such as JBL Quantum



Headsets and 1,500 Call of Duty Points. All participants also received a [Quantum Pass](#) that unlocks discounts on JBL's range of products and offers Call of Duty: Mobile in-game rewards, a first for student gamers in Singapore.

By fusing educational syllabi with a dose of excitement and interaction through gaming elements such as badges, leaderboards, and rewards, JBL Quantum Game Theory taps into the innate human desire for achievement. This turns learning into a journey that is enjoyable, engaging and rewarding.

"Together with our partners, we are not just shaping the future of learning but also redefining how students engage with educational content and fostering a love for learning through the exciting lens of gaming," said Benjamin Tan, Senior Manager, Integrated Marketing APAC at HARMAN International, parent company of JBL.

Following a successful pilot run, the programme is set to expand across more of Singapore's tertiary institutions in 2024, with plans to launch in other Southeast Asian countries such as Thailand, Indonesia, and the Philippines, later this year.

For more exciting updates, stay tuned to the official Call of Duty: Mobile channels:

- [Facebook](#)
- [Instagram](#)
- [YouTube](#)

About Call of Duty®: Mobile

Call of Duty®: Mobile – Garena is the definitive, first-person action experience where there are two teams of 5 members fighting each other to win objectives in each game mode. Matches can be played in Multiplayer, Battle Royale, or Zombie modes, offering players a unique first-person shooter game experience.

The game, which is the result of a collaboration between Activision and Tencent TiMi Studio, is published by Garena for the Southeast Asia region including Indonesia, Malaysia, the Philippines, Singapore, and Thailand, as well as Taiwan, Hong Kong and Macao.

About Garena

Garena is a leading global online games developer and publisher. Free Fire, its self-developed mobile battle royale title, was the world's most downloaded mobile game from 2019 to 2021, and the most downloaded mobile battle royale in 2022 and 2023, according to data.ai.



Garena is run by passionate gamers and has a unique understanding of what gamers want. It exclusively licenses and publishes hit titles from global partners – such as Arena of Valor and Call of Duty: Mobile – in selected markets globally. Garena champions social and entertainment experiences through games, enabling its communities to engage and interact. Garena is also a leading esports organiser and hosts some of the world's biggest esports events.

Garena is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Garena, Sea's other core businesses include its e-commerce arm, Shopee, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.