

## Press Release

For Immediate Release

### **Hong Kong Youth 3D Animation Competition project wins international award, Yung Yau College students fly high in the global arena**

*Cyberport's 3D Cloud launches to streamline production for this year's competition, aiding schools with limited resources and promoting wider use of cloud technology*

**Hong Kong – 30 July 2012** – One of the winning entries from the Hong Kong Youth 3D Animation Competition 2011 scooped Third Prize in the 3D Animation International Category of IT Challenge 2012, organized by Monash University in Melbourne, Australia.

“Now in its fifth year, the Hong Kong Youth 3D Animation Competition, run by Hong Kong Cyberport Management Company Limited (Cyberport) and the Hong Kong New Generation Cultural Association (HKNGCA) Science Innovation Centre, provides an outstanding opportunity for the new generation at primary and secondary level to learn what it takes to create an animated film, from technology to creativity to teamwork,” said Dr. Jimmy Wong, Centre Director of HKNGCA Science Innovation Centre. “The local winning team’s further success in Australia signifies the participants’ capability in 3D Animation production.”

The award-winning entry, entitled “Make a Difference” was produced by four talented students from STFA Yung Yau College, and nominated for the international competition “IT Challenge 2012” after winning a merit prize in the One-Minute Animation category at Hong Kong Youth 3D Animation Competition 2011, sponsored by Create Hong Kong (CreateHK).

The winning students travelled to Melbourne from 7–13 July 2012 to attend the prize-giving ceremony and to share their achievement with talented students from Australia and around the world. “We thank the organizers for nominating us to participate in the international competition and CreateHK for sponsoring us to attend the ceremony and sharing sessions in Australia. It was really a fascinating experience,” said Cheung Ka Yung, one of the winning students from STFA Yung Yau College. “It was great fun to work as a team to create our own animated film and solve the challenges we met. It showed us all what is possible when creative thinking is combined with advanced technology.”

“Seeing the encouraging results from the competition participants, Cyberport wants to build on the latest technology to promote animation production to young people across the city, including families and schools with limited resources, by offering free use of the 3D Cloud Rendering Service,” said Ms. Winnie Wong, Head of Marketing for Cyberport.

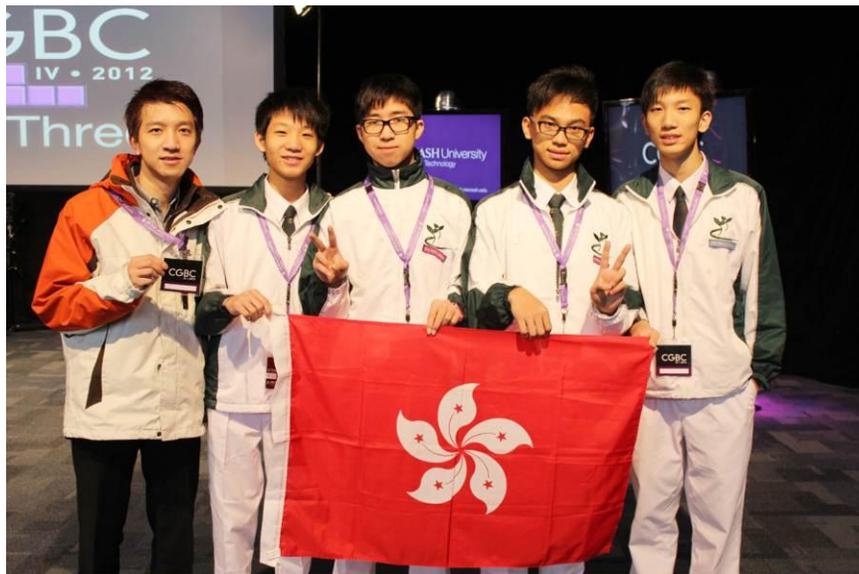
“In previous years, we have seen some students and schools face challenges in securing the computing resources to produce 3D animation, especially the need to struggle with rendering times,” said Wong. “Cyberport’s new 3D Cloud will be launched to provide contestants with access to this cutting-edge cloud-based 3D rendering technology, enabling effective collaboration and vastly more efficiency and quality in rendering. With this new 3D Cloud support, we hope participants will be able to focus more on the creative aspects of the competition and make more efficient use of the time available to realise their creativity and potential.”

The service will be available from late July, with each participating team in the secondary school section given access to their files and applications from any computer via a virtual machine. A training workshop was provided by Cyberport in mid-July to brief the students who have enrolled in the competition on the operation of 3D Cloud.

“I was delighted to see the extensive and increasing support that the organizers give to participants,” said Mr. Owen Chan, Director of the 3D Animation Department at STFA Yung Yau College. “Being nominated for IT Challenge 2012 at Monash University, and winning First Prize in the 3D Animation International Category for five consecutive years despite fierce competition from over 200 other overseas entries every year, is a wonderful recognition of our students’ hard work. But the real value is how the Competition demonstrates to them and the other participants the potential each of them has to learn new skills and develop their talents. We are also thrilled with this year’s results, taking First, Second and Third Prizes at such an international competition, this stunning result proofed all the quality and hard work delivered by our students”

Themed “My Neighbourhood”, Hong Kong Youth 3D Animation Competition 2012 is jointly organized by Cyberport and the HKNGCA Science Innovation Centre, and co-organized by the Department of Multimedia and Internet Technology (MIT) of the Hong Kong Institute of Vocational Education (Lee Wai Lee). It is sponsored by CreateHK, with Tung Wah College iCampus Co-operative Education Centre as the key partner and Autodesk as the official software provider. The contest provides an opportunity for the new generation across the territory to develop their potential in animation production, creativity and adoption of technology.

The entry submission deadline of the Competition is 22 October 2012 (5:00pm). For enquiries, please call 2792 3639.



One of the winning teams of Hong Kong Youth 3D Animation Competition 2011. With their award-winning entry “Make a Difference”, the four talented students from STFA Yung Yau College scooped Third Prize in the 3D Animation International Category of IT Challenge 2012, organized by Monash University in Melbourne, Australia.



Cyberport will launch its new 3D Cloud service by offering free use of this cutting-edge cloud-based 3D rendering technology to contestants of the Hong Kong Youth 3D Animation Competition 2012, enabling effective collaboration and vastly more efficiency and quality in rendering.

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### **About Cyberport**

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For details, please visit [www.cyberport.hk](http://www.cyberport.hk)

### **About HKNCGA Science Innovation Centre**

The Hong Kong New Generation Cultural Association (HKNCGA) established in 1974, is a non-profitable charity organisation. Our main objective is to cultivate young people to become caring, responsible and innovative citizens with world-wide perspectives through upholding our principle of "Vision, Innovation, Erudition and Responsibility". In 2006, the Hong Kong SAR Government supported HKNCGA in setting up the Science Innovation Centre in Sai Kung. This is the first centre of its kind in the city for students and teachers, which aims at promoting science and creative education. Large scale joint-school competitions, talks, workshops, training camps, exhibitions and training programs are organised for students, teachers and parents in the hope to provide a systematic and all-rounded support in the education field.



For details, please visit <http://sic.newgen.org.hk>

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