



Cyberport Successfully Completes Testing of 2010 FIFA World Cup Live 3D Broadcasting

Hong Kong – 17 June 2010 – Hong Kong Cyberport Management Company Limited (Cyberport) announced today its successful completion of testing for live 3D broadcasting of 2010 FIFA World Cup football matches in Hong Kong. State-of-the-art facilities, including a 10GB broadband network and the Digital Cinema Exchange (DCX) platform, have made it possible for Cyberport to become the global pioneer to reach this milestone.

The testing was taken place in both Cyberport and Golden Harvest facilities. Cyberport directly received satellite signals, decoded them and sent them to the two theatres using DCX streaming technology. Partners in this project include film production and distribution company Golden Harvest and entertainment program provider Panorama. While Cyberport managed the technical aspects of the project, such as receiving satellite feedback and converting it into multicast streaming, Panorama played an important part in securing the broadcast licensing from FIFA.

"As Hong Kong's creative digital community, Cyberport has become a global pioneer in breaking through technical barriers for Hong Kong football fans to watch World Cup matches live in 3D," said Herman Lam, Chief Executive Officer, Hong Kong Cyberport Management Company Limited. "This also opens up new opportunities for cinemas and distributors in Hong Kong to offer more 3D content, such as sports events and concerts. I would like to extend my gratitude to the support of the Hong Kong Film Development Council in making this a reality."

"Cyberport has been working very closely with us and provided tremendous support on the technical aspects of the project, making the live broadcast of World Cup football matches in Hong Kong possible," said Allan Fung, CEO of Panorama Distribution Company Limited. "We truly appreciate their effort and support for the local digital entertainment industry."

The DCX is a digital entertainment pilot scheme, launched in Hong Kong in March 2010. With funding from the Film Development Fund and Cyberport, and relying on Cyberport's technical expertise, IT network and infrastructure capabilities, the scheme provides a secure and fast network system for the exchange of digital content between local industries and their counterparts overseas. A total of ten cinemas under six major circuits including Broadway, Chinachem, Golden Harvest, MCL, The Grand and UA, are participating in this pilot scheme.

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About Cyberport

Cyberport is a US\$2 billion (HK\$15.8 billion) landmark project managed by Hong Kong Cyberport Management Company Limited, and wholly owned by the Hong Kong SAR Government. Focusing on enterprise and professional development, Cyberport helps commercialise creative ideas and incubate start-ups. We have an energetic cluster of

creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and we are Hong Kong's unique Creative Digital Community. Interconnected by a state-of-the-art broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, a retail entertainment complex and about 2,800 deluxe residences. Go to <http://www.cyberport.hk> for details.

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