

Cyberport's Digital Entertainment Leadership Forum 2010 - "Seeing 2020: The Next Wave of Digital Creativity" Featured Avatar's Visual Effects Company

(23 March 2010, Hong Kong) – Hosted by Hong Kong Cyberport Management Company Limited (Cyberport), the seventh Digital Entertainment Leadership Forum (DELF) has come to a successful close today. With the theme of "Seeing 2020: The Next Wave of Digital Creativity", DELF 2010 has invited a lineup of globally acclaimed experts of the digital media industry to share and explore the future trends in digital entertainment, and the dynamics that will influence the future of digital and media entertainment in the decade to come.

"New techniques are cropping up in almost all areas of the creative industries. The application of digital technologies in content creation has not only opened up new business opportunities, it is also a driving force for economic and cultural development," said Mr. Duncan Pescod, JP, Permanent Secretary for Commerce and Economic Development (Communications and Technology), HKSAR Government. "We firmly believe that Government collaboration with industry stakeholders and the community is the best way to maximise our efforts to drive the industries," he added.

"As Hong Kong's unique Creative Digital Community, Cyberport is proud to host DELF 2010 for the seventh consecutive year, and showcase to the audience the valuable experience and inspirations that leaders in the digital media and entertainment industry have to offer. We are confident that Hong Kong industry practitioners have gained beneficial knowledge and insights in their pursuit for sustainable future successes," said Mr. Herman Lam, Chief Executive Officer of Hong Kong Cyberport Management Company Limited.

This year's forum featured highly reputable and respected keynote speakers. First, there was **Mr. Richard Taylor**, CEO of Weta Workshop and Co-owner of the Weta Companies, which are one of the most successful international special effects studios. The Weta team has won many prestigious awards on large-scale movies, such as King Kong, The Lord of the Rings trilogy, and most recently the Best Visual Effects Award for Avatar at the 82nd Academy Awards.

The 2nd keynote was **Ms. Rachel Dixon** who is the Head of Enterprise and Client Services at Viocorp, and also strategic advisor to more than a dozen governments across 4 continents regarding innovation in the media industries. Along with film celebrities, Cate Blanchett and Hugh Jackman, and other notable Australians, Ms. Dixon has advised the Australian Prime Minister and Minister for the Arts on the creative industries.

The other keynote was **Mr. Laurin Herr**, Founder and President of Pacific Interface Inc. and Co-founder of CineGrid, Inc. Pacific Interface is an international consulting company to facilitate research and business cooperation between Japan, America and Europe. CineGrid is a non-profit international research and educational organisation pioneering the production, use, preservation and exchange of very high-quality digital media over fiber optic networks.

During the forum luncheon, there was a Memorandum of Understanding (“MOU”) signing ceremony between CineGrid and Cyberport. Both companies will take all practical steps towards building a new user community for very high quality media applications on very high speed networks.

At the same time, Cyberport, in association with the Hong Kong Maya User Group, the Hong Kong Digital Game-based Learning Association and Internet Professional Association launched the Hong Kong Digital Entertainment Showcases (HKDES). HKDES is a HKSAR Programme for the Expo 2010 Shanghai funded by the Information Services Department. HKDES, aiming to showcase the Hong Kong creative talents to the international audience at the Expo, will organize the Hong Kong Digital Game Development Competition 2010 and the Amazing Cities Animation Competitions. Finalists of the two competitions will win a trip to Shanghai in September to exchange with the China and even international creative talents at the finale parties.

DELF 2010 was organised by Cyberport under the full support from Create Hong Kong of the Hong Kong SAR Government. Co-organisers included Hong Kong Comics and Animation Federation, Hong Kong DigiCreate Alliance, Hong Kong Digital Entertainment Association, Hong Kong Digital Entertainment Industry Support Centre and Hong Kong Game Industry Association. Hewlett-Packard (HK) was the platinum sponsor. The forum was also supported by 36 well-known industry associations, educational institutions and semi-government organisations. DELF 2010 is one of the nine core events of Entertainment Expo Hong Kong.

For more information about DELF 2010, please visit <http://delf.cyberport.hk>.

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.

For more information about Cyberport, please visit <http://www.cyberport.hk>.

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