

PRESS RELEASE

For Immediate Release

Asia's First Social Media Lab Celebrates its Research Success and Unveils New Initiatives with World-class Institutions and Industry Partners



(Hong Kong, 28 May 2013) - At HKUST-NIE Social Media Laboratory's 1st anniversary celebration, speakers from world-class institutions and local industries are invited to Cyberport to reveal the latest cyber-physical and mobile social media applications in advertising, edutainment and games. Leveraging on the lab's strong global research network, the Hong Kong University and Science and Technology (HKUST) research team led by Prof James She, the lab's founding director, successfully created and commercialized technology that greatly impacted the local economy in the past year. Prof She unveils that there are a few more international and regional collaborations with outstanding institutions and industry partners in the coming year, for example, his lab's gallery-like extension at Cyberport.

The celebratory event "**Cyber-physical and Mobile Social Media for Advertising, Edutainment and Games**" at Cyberport has an exciting speaker line-up includes **Prof James She**, Director, HKUST-NIE Social Media Laboratory from Hong Kong; **Dr Alvin Chin**, Senior Researcher, Nokia from Beijing; **Dr Nang Wang**, Research Officer, Oxford Internet Institute from the United Kingdom; **Dr Yen Keung Chen**, Principal Engineer, Intel Labs; Associate Director, Intel-NTU Connected Context Computing Center from Taipei; **Mr Andrew Pang**, Founder and CEO, Leovation Ltd from Hong Kong and **Ms Shirley Luk**, Sales & Marketing Director, CyPhy Media Ltd from Hong Kong.

Prof Ross Murch, Head and Chair Professor of the Department of Electronic and Computer Engineering of HKUST remarked, “We are proud of our excellent faculty and research associates from the lab. The fruits of the research are to be applied to different industries, for instance, advertising, edutainment, and games; the potential of such research impact is without boundary.”

Prof James She, Director of HKUST-NIE Social Media Laboratory said, “Our team’s vision is to work with top-notch researchers and industry practitioners to create leading research in the next generation cyber-physical and social media that can be applied in various industries and enjoyed by the general public. The lab is not only a place for nurturing research talents, but also a hub of creative media and technologies that can answer market needs and impact the local and global economy.”

“Cyberport is so pleased to be a close partner in the project with HKUST-NIE Social Media Lab and CyPhy Media; back in 2012, Cyberport has already started to provide a series of digital media training for the HKUST students to equip them with production skill to create social media videos. The dynamic “draggable” technology will allow advertising, edutainment and games industry players transform the way they engage clients with commercial applications and direct access to users’ behavior in the cyber-physical world. I am sure the celebratory event will give audiences good insights.” **Mr Herman Lam, CEO of Cyberport**, added.

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About HKUST-NIE Social Media Laboratory

HKUST-NIE Social Media Laboratory, the FIRST social media laboratory in Asia, focuses on the research and design of next-generation social media systems, networks and applications in emerging cyber-physical societies. These cover media broadcast in human-mobile networks, interactive and sensing flexible displays, cyber-physical social media and more. It will also help talented individuals, researchers and high-tech companies to make the most of the opportunities in this coming digital economy.

About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is 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.

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