

Press Release

For Immediate release

Cyberport “DE*Spark” boosts esports fever in town

Over 300 elderly people joined the Seniors’ Esports & Experience Day to enjoy the fun of esports

Hong Kong, 28 July 2019 – Cyberport has always striven to encourage the development of digital entertainment and esports industry, while bearing the responsibility of promoting esports in society. A series of esports championships and activities have been held since the official commencement of the brand-new esports venue at Cyberport in mid-July. Apart from the competitions targeting professional esports athletes and youngsters, Cyberport, together with the Society for the Promotion of Hospice Care, organised the **Seniors’ Esports & Experience Day** yesterday to promote esports to the elderly, hoping that the seniors can live an energetic life through participating in esports activities. In late July, DE*Spark, a campaign comprising a series of esports activities inside and outside Cyberport, is be launched to promote esports.

Elderly team up for FIFA esports competition

This is the second consecutive year that Cyberport has co-organised the Seniors’ Esports & Experience Day with the Society for the Promotion of Hospice Care. The scale of the event this year was larger than last year’s. Supported by seven multi-service centres for the elderly, the event involved over 300 elderly people, 72 of whom formed 36 teams to compete for the Overall Champion in the FIFA esports competition using the state-of-the-art equipment at the Cyberport esports venue. Other elderly people and volunteers participated in the event took in all the excitement of the competition through the extra-large, ultra-high-definition display panels and the world-class audio equipment. An experience zone was set up at the venue for participants to try out Virtual Reality (VR) games, a game with the theme of travelling in Hong Kong, and more.

Peter Yan, Chief Executive Officer of Cyberport, said: “By offering various support schemes and an ideal venue for esports competitions and activities, Cyberport is committed to foster the esports industry development. We also promote the technologies behind esports, for example analysing the big-data generated from esports activities to improve the elderly health services.””

Esports improve physical and mental health of elderly

Dr Hubert Chan, Chairman of the Society for the Promotion of Hospice Care’s Executive Committee, said: “We hope that more elderly people can experience the fun of esports through this event. Esports can make them more active and enthusiastic, and also

encourage them to keep in touch with new technologies and new things. Suitable esports activities can also give them the opportunity to practise focusing their concentration and their responses. A number of seniors said that participating in esports can bring them closer to their grandchildren, boosting their family relationships.”

Cyberport houses around 100 start-ups focusing at digital entertainment and esports technology. Cyberport’s incubatee Go Extreme Limited, which specialises in gaming data-analysis, is one of them. Peter Choi, Director of Go Extreme Limited said, “We can learn about the flexibility of fingers and brain reaction of the elderly by examining their keyboard-tapping frequency and character movement control. The data collected can be used in behavioural analysis and diagnosis and care of Dementia.”

DE*Spark events for all sectors of the society

DE*Spark lasts for half a month, starting from the opening event of the esports venue Digital Entertainment Leadership Forum (DELF) on 16 July, followed by some other events including Blockchain Gamer Connects (BGC) Hong Kong, LoL Campus League, Blocky League eSports Competition Finals, and Seniors E-sports & Experience Day.

The e-Sports & Music Festival Hong Kong (EMFHK) held at the Hong Kong Convention and Exhibition Centre from 26 to 28 July with Cyberport as the presenter and strategic partner, and the Animation-Comic-Game Hong Kong (ACGHK) held from 26 to 30 July are DE*Spark’s other main events. The Cyberport booth at the EMFHK offers a virtual anchor interactive experience and mobile music gaming experience developed by startups incubated by Cyberport. Moreover, there will be a career zone for the esports industry, offering information for jobs related to esports as well as the Esports Digital Arts Prizes 2019 which is open for application. (For more details, please refer to [the press release about the prize.](#)). Furthermore, LoL International College Championship 2019, a DE*Spark highlighted tournament, was held at the Cyberport esports venue and the venue of EMFHK.

For more information about DE*Spark, please visit: <https://delf.cyberport.hk/en/de-spark>

Photo Descriptions



Photo 1: For the second year in a row, Cyberport co-organised the Seniors' Esports & Experience Day with the Society for the Promotion of Hospice Care. The scale of this year's event was greater than that of last year. Supported by seven multi-service centres for the elderly, the event attracted over 300 attendees.



Photo 2: Some 72 elderly people formed 36 teams to compete for the Overall Champion in the FIFA esports competition using the state-of-the-art equipment at the Cyberport esports venue.



Photo 3: The Cyberport booth at the e-Sports & Music Festival Hong Kong (EMFHK) offers virtual anchor interactive experience and mobile music gaming experience developed by start-ups incubated by Cyberport.



Photo 4: LoL International College Championship Qualifiers 2019 was held on 25 July at the Cyberport esports venue.

To download high-resolution photos, please visit:

https://drive.google.com/open?id=1v8-k_J3mnPf-Scko2hhqZ3jNdtLC9_84

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About Cyberport

Cyberport is an innovative digital community with over 1,300 technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With the vision of becoming a main force in developing the digital tech industry as a key economic driver of Hong Kong, Cyberport is committed to nurturing youth, start-ups and entrepreneurs to grow in the digital industry by connecting them to strategic partners and investors, driving collaboration with local and international business partners to create new opportunities, and accelerating digital adoption amongst corporates and SMEs. Cyberport focuses on building five key clusters of digital tech, namely digital entertainment and esports, FinTech, AI and big data, smart living, and blockchain and cybersecurity solutions, to foster the development of Hong Kong into a “Smart City”. With a committed team of professionals providing all-rounded value-added services to support our digital community and an array of state-of-the-art tech facilities, Cyberport is the flagship for Hong Kong’s digital tech industry.

For more information, please visit: www.cyberport.hk

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