



**For Immediate Release**

## **Acclaimed Digital Entertainment Leadership Forum 2022 Returns to the Spotlight in Late August**

*Brand New Metaverse Experience Transcends Entertainment  
Beyond Reality and Virtuality*

**Hong Kong, 17 August 2022** – The annual digital entertainment signature event, Digital Entertainment Leadership Forum (DELFF) 2022 will return to Cyberport on 26-28 August (Friday to Sunday). Under the theme “Transcending Entertainment Beyond Reality and Virtuality”, the three-day forum will examine the latest development in digital entertainment and explore ways to break through boundaries, presented in an immersive experience on a metaverse arena for the first time. With the three thematic experience zones in Metaverse, SportsTech and ArtTech to showcase new forms of digital entertainment, and more than 10 esports show matches and tournaments competed among students and professional players, DELFF is set to present a thrilling feast of digital entertainment.

### **Industry Leaders to Shed Light on Digital Entertainment Strategies**

As the flagship for Hong Kong’s digital technology industry, Cyberport is committed to fostering the industry development of digital entertainment by supporting start-ups on their growth journey and cultivating talents. Celebrating the new prospects brought by the evolution into Web 3.0, DELFF has invited over 50 esteemed industry leaders from notable international and local technology companies, including Animoca Brands, Meta, The Sandbox, Epic Games, Supercell, Sony China, Yahoo, STEPN, disguise, Autodesk, Accenture and more, to delve into the future trends in the convergence of metaverse with entertainment, art and sports industries, and decode hot topics like Non-Fungible Token (NFT), Move-to-Earn, as well as the branding strategies and legal issues of the metaverse. The Forum presents a holistic overview of the next-gen digital entertainment ecosystem, guiding participants to explore the infinite metaverse and unlock the multitude of opportunities therein. The Association of Pacific Rim Universities (APRU) will also join forces with DELFF for the third time to organise the APRU MetaGame Conference 2022, to examine the ways that international esports leaders can further their scope within universities from including edutainment, collegiate esports, and gamification of social well-being.



### **First-ever Metaverse with Play-to-Earn Experience**

The three-day DELF will also be presented on Decentraland to enable participants to experience the metaverse and access the forum's comprehensive content. In addition to watching the livestreamed conference and tournaments, attendees can visit the digital art gallery, metaverse and NFT-themed start-up showcases, challenge themselves in escape rooms, and collect limited-edition NFT wearables and Proof of Attendance Protocol (POAP) at the Decentraland metaverse arena. Furthermore, to encourage participants to explore the wide array of attractions DELF has to offer, visitors can collect stamps from 20 checkpoints and win fabulous prizes with the Play-to-Earn platform. Participants can also redeem a series of free and personalised NFT collectibles and giveaways during DELF.

**Peter Yan, Chief Executive Officer of Cyberport,** says, “Metaverse is without a doubt one of the most transformative technological developments in recent years. It underlines the concept of an immersive digital future. By presenting profound new ways for people to communicate, interact and engage with the world, it exhibits the potential to revolutionise all aspects of life. With metaverse, SportsTech and ArtTech as the three pillars, this year's DELF continues to invite industry leaders to share their insights, organise esports tournaments, and incorporate a variety of digital entertainment experiences. For the first time, DELF will be hosted in the Decentraland metaverse, introducing a brand new event and entertainment experience in the metaverse to the participants. We look forward to working with the digital entertainment industry to explore emerging business models and thriving opportunities driven by technological advancements, while encouraging esports enthusiasts to gather and flaunt their talents, and providing the public with a deeper understanding on how far Hong Kong has come in digital entertainment.”

### **Immersive Digital Entertainment to Breakthrough Physical Boundaries with New Excitement**

The Experience Zones at Cyberport will spice up your imagination and sense in three domains. The metaverse zone's spotlight showcase is the EXPOVERSE – an immersive VR art gallery tour experience, while other showcases include the ZOTAC VR Experience Zone showing the state-of-the-art wearable backpack PC, and the VR rhythm game Beat Saber presented by Meta Quest 2. Art lovers and enthusiasts may enjoy the 5<sup>th</sup> Hong Kong Projection Mapping Festival, or visit the ArtTech installations and instagram-worthy spots like the Digital Cave and Quantum Universe. A wide range of SportsTech simulation experiences will also be available in Cyberport. Together with the inaugural NEXXCREATE Digital Entertainment FEST cum Awards, and its Awards Presentation Ceremony to be held at DELF, industry players, esports enthusiasts and the public will be immersed in a creative feast for the senses in digital entertainment.

## Exhilarating Esports Tournaments to Bring Together Young and Professional Gamers

With esports making its debut as an official medal sport at the Hangzhou Asian Games 2022 in September 2023, DELF will bring the excitement of esports to the public by presenting a series of show matches and tournaments for students and professional players, including the “Cyberport Presents: TOROS powered by Red Bull Street Fighter V Champion Edition” show match with professional gamers, the FIFAE show match by Hong Kong eFootball Representative Team, the Romago Honor of Kings Celebrity Invitational with celebrities and cosplayers, the RoboMaster Youth Championship 2022 (Hong Kong) which aims at promoting STEM education locally, 2022 HKDSA Junior Racer Drone Racing Competition and the Hong Kong E-Dodgeball Novice and Selection Tournament 2022 competed among primary and secondary students, the Microsoft Interschool Minecraft e-sport Champions League, and the SEFHK Invitational Tournament organised by the Hong Kong Student Esports Federation. DELF will also hold the Elderly e-Sports Tournament & Experience Day in order to expand the appeal of esports to different age groups and share the joy with seniors.

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Click [HERE](#) to download the high-resolution photos here.



Photo 1: The annual digital entertainment signature event, Digital Entertainment Leadership Forum (DELF) 2022 will return to Cyberport on 26-28 August. Under the theme “Transcending Entertainment Beyond Reality and Virtuality”, the three-day forum will examine the latest development in digital entertainment and explore ways to break through boundaries, presented in an immersive experience on a metaverse arena for the first time. (From the left: **Eric Chan, Chief Public Mission Officer of Cyberport**; **Peter Yan, Chief Executive Officer of Cyberport**; **Terence Leung, Senior Manager - Digital Entertainment of Cyberport**)



Photo 2: **Peter Yan, Chief Executive Officer of Cyberport**, delivered his speech through the 3D stereoscopic vision presented by holoportation technology at the briefing session.



Photo 3: **Peter Yan, Chief Executive Officer of Cyberport** stated in the briefing that he looked forward to providing the public with a deeper understanding on digital entertainment, and working with the digital entertainment industry to explore emerging business models and thriving opportunities driven by technological advancements.



Photo 4: **Terence Leung, Senior Manager - Digital Entertainment of Cyberport**, introduced the wonderful experience zones of DELF, hoping that participants could gain the new sensory experience brought by digital entertainment.



Photo 5: MonoC –The first Hong Kong-made metahuman artist will also be presented at DELF 2022, greeting and welcoming visitors at the venue.







Photos 6 – 12: Cyberport also invited **6 start-ups to bring their digital entertainment experience to the media briefing session, including V360 - Dribble Tracker, OliveX - Dustland Rider, RedSpots – EXPOVERSE, Gusto XR Lab – Warriors-of-Future-themed AR game, Teleport – Quantum Universe, the Sandbox and the demonstration of indoor racing drone presented by three secondary school students.**

### **About Cyberport**

Cyberport is an innovative digital community with over 1,800 members including over 800 on-site and 900 off-site start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology, thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economic by accelerating digital transformation in the public and private sectors.

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





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## Appendix 1 – Forum Agenda

### Digital Entertainment Leadership Forum 2022 26-28.08.2022

#### Day 1 – 26.08.2022 (Fri)

Time	Main Stage CyberArena, The Atrium of Arcade @ Cyberport
0900-0930	<b>Registration</b>
<b>Prologue</b>	
0930-0940	<b>Opening</b>
0940-0945	<b>Welcome Remarks</b> <ul style="list-style-type: none"> <li>Mr Simon Chan, BBS, JP, Chairman of Cyberport</li> </ul>
0945-0950	<b>Opening Remarks</b> <ul style="list-style-type: none"> <li>Prof Dong Sun, Secretary for Innovation, Technology and Industry, Government of the Hong Kong Special Administrative Region</li> </ul>
0950-1000	<b>Group Photo</b>
<b>Metaverse Entertainment</b>	
1000-1010	<b>Evolving into Sustainable Metaverse Entertainment &amp; Economy</b> <ul style="list-style-type: none"> <li>Mr Yat Siu, Co-Founder and Executive Chairman, Animoca Brands; Founder and CEO, Outblaze</li> </ul>
1010-1030	<b>Envisioning Metaverse: The Continuum of Technology and Experience, Reshaping Business</b> <ul style="list-style-type: none"> <li>Mr Brian Chien, Senior Director – Accenture Song, Design and Innovation, Greater China</li> </ul>
1030-1050	<b>Social Interaction and Engagement in Metaverse</b> <ul style="list-style-type: none"> <li>Moderator: Mr Bernie Wong, Founder, Social Stand</li> <li>Mr Philip Chua, Head of Instagram Public Policy, APAC, Meta</li> </ul>
1050-1120	<b>User Experiences Beyond Metaverse Entertainment</b> <ul style="list-style-type: none"> <li>Keynote: Mr Sebastien Borget, Co-Founder &amp; COO of The Sandbox</li> <li>Moderator: Mr Erich Wong, Head of Growth (Hong Kong), The Sandbox</li> <li>Ms Becky Wong, Co-founder &amp; COO, INDEX GAME</li> <li>Mr Kenny Ng, Founder of PANGU by Kenal</li> </ul>
<b>Metaverse Art - ArtTech Plenary Discussion</b>	
1120-1205	<b>Action! The Here and Now Digital Strategies for Hong Kong Cultural Creative Industries</b> <ul style="list-style-type: none"> <li>Moderator: Ms Helen So, Lead, Arts &amp; Culture, Our Hong Kong Foundation</li> </ul>

	<ul style="list-style-type: none"> <li>• Mr Chun Hay Au-Yeung, Co-founder, Pure Studio; Chairman, Hong Kong Society of Illustrators</li> <li>• Ms Mui Kinoshita, Vice Chairman, Hong Kong Designers Association; CEO &amp; Co-Founder, ASA Innovation &amp; Technology Limited</li> </ul> <p><b>MOU Signing Ceremony by HKDA X Cyberport: Design X Technology Initiatives</b></p>
<b>Metaverse Sports - MetaSports Plenary Discussion</b>	
1205-1250	<p><b>A New Momentum for Sports Entertainment</b></p> <ul style="list-style-type: none"> <li>• Moderator: Mr Mike Yang, Founder and CEO, AquaBloom Sports Technology Group Limited</li> <li>• Mr Robert Lui, Hong Kong Digital Asset Leader; Southern Region Government Affairs Unit Leader; Southern Region Capital Market Services Group Leader; Audit &amp; Assurance Partner, Deloitte China</li> <li>• Mr Mikio Takenaka, President of Sony China Research Laboratory</li> <li>• Mr David Hernando, Head of Strategy, SportBoost</li> <li>• Dr Ilan Hadar, Partner, Pangea Cup LLC</li> </ul> <p><b>MOU Signing Ceremony by ABSG X Partners X Cyberport: Co-building a SportsTech and Esports Hub</b></p>
1300-1400	<p><b>Lunch Break</b></p> <p><b>Virtual FPV Drone Racing Show Match</b></p>

<b>Main Stage</b> CyberArena, The Atrium of Arcade @ Cyberport	<b>Venturer Track</b> @ Smart Living Lab 3	<b>Tech &amp; Talent Track</b> @ Smart Living Lab 2
<p><b>1400-1420</b>  <b>Unreal or Real? Constructing a Surrealistic Digital World</b></p> <ul style="list-style-type: none"> <li>Mr LiangAn Xu, Business Development Manager, Epic Games China</li> </ul>	<p><b>1400-1440</b>  <b>Power Up Your Game Business (Powered by HKDEA)</b></p> <ul style="list-style-type: none"> <li>Moderator: Mr Gabriel Pang, Chairman, Hong Kong Digital Entertainment Association</li> </ul>	<p><b>1400-1440</b>  <b>How Design Enriches Technologies (Powered by HKDA)</b></p> <ul style="list-style-type: none"> <li>Moderator: Mr Eddy Hui, CEO, Hong Kong Designers Association</li> </ul>
<p><b>1420-1440</b>  <b>Expert Dialogue: Producing Finest Immersive Experience</b></p> <ul style="list-style-type: none"> <li>Moderator: Mrs Zinah Nur Sharif, Head of APAC Marketing &amp; Operations, disguise</li> <li>Ms Carol Poon, Technical Manager, AEC Industry, Autodesk</li> <li>Mr Cesar Caceres, Director of Technology and Innovation, Votion</li> </ul>	<ul style="list-style-type: none"> <li>Ms Gigi Wong, Managing Director, Original Workshop</li> <li>Mr Philip Lau, CEO of Anxious Otter Games</li> <li>Mr Joepher Hung, Founder, Simplist Limited</li> </ul>	<ul style="list-style-type: none"> <li>Dr Anthony Kong, Programme Leader of MSc Multimedia and Entertainment Technology and Assistant Professor in School of Design, The Hong Kong Polytechnic University</li> <li>Ms Jasman Pang, Associate Project Researcher in Art Conservation</li> <li>Dr Terry Lam, Founder and Creative Consultant, Two To Too Creative</li> <li>Ms Amy Ip, Co-Founder of CaaS Innovation; Ex-Group Director of Fjord Greater China (Part of Accenture Interactive); Ex-Tencent Senior Director and Design Expert</li> </ul>

<p><b>1440-1455</b>  <b>Sports-as-a-Lifestyle, A Rewarding Game For Health</b></p> <ul style="list-style-type: none"> <li>Ms Shiti Manghani, Chief Marketing Officer, STEPN</li> </ul>	<p><b>1440-1500</b>  <b>A Dialogue on Unaddressed Legal Concerns for the Metaverse</b></p> <ul style="list-style-type: none"> <li>Moderator: Mr Daniel Lo, Founder &amp; CEO, GoGoChart Group</li> <li>Mr Dominic J Edmondson, Special Counsel, Intellectual Property &amp; Technology Group, Baker McKenzie, Hong Kong</li> </ul>	<p><b>1440-1520</b>  <b>Inclusive Metaverse for Arts – Traditional, Contemporary and Digital (Powered by Yesports)</b></p> <ul style="list-style-type: none"> <li>Moderator: Mr Timothy Shen, Director, WATT Labs</li> <li>Dr Peter Ng, Teaching Fellow, Department of Computing, The Hong Kong Polytechnic University</li> </ul>
<p><b>1455-1510</b>  <b>Invisible Computing: Seeing The World Through Smart Contact Lenses</b></p> <ul style="list-style-type: none"> <li>Mr Steve Sinclair, Senior Vice President Product &amp; Marketing, Mojo Vision</li> </ul>		

<p><b>1510-1530</b>  <b>Why Brands Go Tech? Metaverse Matters</b></p> <ul style="list-style-type: none"> <li>• Moderator: Mr Kevin Lee, Board Member, Hong Kong Extended Reality Association</li> <li>• Mr Roger Li, Senior Director of Ad Creative, Yahoo Creative Studios, Yahoo</li> <li>• Mr Lucas Cheung, Managing Partner, Gusto Collective, Hong Kong</li> </ul>	<p><b>1500-1600</b>  <b>Nordic Hour: Growing Games Between North and South (Powered by Nordic Innovation House)</b></p> <ul style="list-style-type: none"> <li>• Moderator: Mrs Binh Johansson, Community Director, Nordic Innovation House Hong Kong</li> <li>• Mr Pietari Päivänen, Lead &amp; Special Projects, Supercell</li> <li>• Mrs Eliza Jappinen, CEO of Visible Realms</li> <li>• Ms Queenie So, Founder &amp; CEO, SyZyGy</li> <li>• Mr Jeremy Lam, CEO &amp; Co-Founder, Pixio Ltd</li> <li>• Mr Wilfred Yau, CEO, Frenzoo Limited</li> <li>• Ms Rainy Lo, CCO, QooApp Limited</li> <li>• Ms Elizabeth Chow, CFO, 3MINDWAVE Ltd.</li> </ul>	
<p><b>1530-1630</b>  <b>FIFAE Showmatch by HK eFootball Representative Team</b></p>		<p><b>1520-1600</b>  <b>New Trends in Metaverse – An Opportunity for Digitisation in the ACG Industry (Powered by HKCAF)</b></p> <ul style="list-style-type: none"> <li>• Moderator: Mr Vincent Yeung, Founder and Artist, Avatarisms</li> <li>• Mr Alex Wong, Co-Founder, Dustykid</li> <li>• Mr Jerry Cho, Director, Jerrycho Workshop Limited</li> </ul>

	<p><b>1600-1730</b>  <b>ABC DE Investment Pitching Contest – Sports Technology and Entertainment</b></p>	<p><b>1600-1640</b>  <b>Blockchain Game in Business, Tapping into Greater Bay Area Opportunities (Powered CSAA)</b></p> <ul style="list-style-type: none"> <li>• Moderator: Mr Michael Lo, Co-founder and Executive Director of Elastick Tech</li> <li>• Mr Andy Yip, Co-founder and CEO, Gungho Space, Managing Director, Sunwah Gungho Space</li> <li>• Mr Vincent Lau, Founder of Wise Venture</li> <li>• Mr Wilson Chow, Global Technology, Media and Telecommunications Industry Leader, PwC China</li> </ul>
<p><b>1630-1800</b>  <b>NEXXCREATE Digital Entertainment Awards 2022 Presentation Ceremony</b></p>		<p><b>1640-1720</b>  <b>Tech X Sports Innovation: Theory into Practice</b></p> <ul style="list-style-type: none"> <li>• Moderator: Mr Nicholas Chao, Co-Founder &amp; CEO, V360 Limited</li> <li>• Prof Feng Yan, Professor, Department of Applied Physics; Associate Director of the Research Institute for Intelligent Wearable Systems (RI-IWEAR), The Hong Kong Polytechnic University</li> <li>• Ms Wen Lin Xia Zhan, Blockchain and Disruptive Technologies Manager, LaLiga</li> </ul>



### Day 2 – 27.08.2022 (Sat)

Time	Main Stage
	CyberArena, The Atrium of Arcade @ Cyberport
0900-1200	APRU MetaGame Conference 2022 (Virtual)
0900-1230	Microsoft Interschool Minecraft e-Sport Champions League
1400-1630	SEFHK Invitational Tournament

### Day 3 – 28.08.2022 (Sun)

Time	Main Stage
	CyberArena, The Atrium of Arcade @ Cyberport
0900-1230	Elderly e-Sports Tournament & Experience Day
1400-1730	Cyberport Presents: TOROS powered by Red Bull

The agenda is subject to change without prior notice.  
All programme is conducted at GMT + 8.



## Appendix 2 – Highlighted Game Experiences

Showcase name	Exhibitor	Website	Description
ZOTAC VR Experience Zone	ZOTAC Technology Limited	<a href="https://www.zotac.com/hk-tc">https://www.zotac.com/hk-tc</a>	Experience full immersion in the virtual reality and Metaverse with the brand new ZOTAC VR GO 4.0 Backpack PC.
MonoC – Hong Kong’s First Metahuman Artist	Gusto Collective	<a href="http://www.thisisgusto.com">www.thisisgusto.com</a>	Meet MonoC, a virtual influencer born from ArtTech, and has an eye for finding the beauty in perceived contradictions.
Digital Cave	TELEPORT Immersive Limited	<a href="https://weteleport.com/">https://weteleport.com/</a>	The installation consists of 8,200 LEDs that illuminate in their individual sequences, generating bewildering patterns that bend your perceptions of space.
Quantum Universe			A large-scale interactive video projection takes the viewer to the abstract world of the Universe. Being "in sight" of the installation, the viewer sees his / her digital reflection consisting of particles, and every action of the viewer affects their trajectory, time of life, color, gravity and more.
“Ink-CUBE” Immersive Art Experience	NEXXCREATE	<a href="http://www.nexxcreate.com">www.nexxcreate.com</a>	With the use of technology, Artist Cheung Chin Hang, Kaya transformed artworks from two-dimensional into a

			three-dimensional installation art, creating an immersive experience of an ink space known as the "INK-CUBE". The "INK-CUBE" is like a flowing urban oasis combining art projection, sound effects and animation, where people can empty their minds and immerse themselves in the meditative space fused with art and technology.
E-Boxing	Asia Motion E-sports limited	<a href="http://www.ame.gg">www.ame.gg</a>	An evolutionary interactive boxing sport utilizing a newly developed smart sandbag with over 1,000 built-in sensors. Players need to wear boxing gloves, follow the markings on the sandbag and hit the targets. The markings will increase and speed up as time elapses. The players' goal is to complete all levels within the fastest completion time.
E-Cycling			Utilizing real bicycles and its smart training platform, the new AME E-cycling 2.0 introduces realistic experience with uphill and downhill resistant changes as players compete against each other in a virtual road cycling competition through Tsim Sha Tsui.

<p>Dustland Rider - World's First Ride-To-Earn Blockchain Game</p>	<p>OliveX</p>	<p><a href="https://www.olive&lt;br/&gt;x.ai/">https://www.olive x.ai/</a></p>	<p>Combine a ride-and-earn rewards system with a fun, interactive dystopian adventure custom-designed for use with indoor bike trainers and you get Dustland Rider, OliveX's forthcoming gamified fitness app.</p>
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## Appendix 3 – Tournaments Schedule

### DELFF2022 Tournament & DE\*Spark Schedule

Event name	Date	Time	Venue	Format
<b>Tournaments</b>				
Virtual FPV Drone Racing Show Match	26.08.2022	13:00 - 14:00	CyberArena, The Atrium of Arcade @ Cyberport	Physical with Livestreaming
FIFAE Showmatch by HK eFootball Representative Team	26.08.2022	15:30 - 16:30	CyberArena, The Atrium of Arcade @ Cyberport	Physical with Livestreaming
Romago Honor of Kings Celebrity Invitational	26.08.2022	12:00 -13:00		Online
Microsoft Interschool Minecraft e-Sport Champions League	27.08.2022	09:00 - 12:30	CyberArena, The Atrium of Arcade @ Cyberport a	Physical
APRU Rampage Invitational	27.08.2022	13:45-17:00		Online
SEFHK Invitational Tournament	27.08.2022	14:00 - 16:30	CyberArena, The Atrium of Arcade @ Cyberport	Physical with Livestreaming
Elderly e-Sports Tournament & Experience Day	28.08.2022	09:00 - 12:30	CyberArena, The Atrium of Arcade @ Cyberport	Physical
Cyberport Presents: TOROS powered by Red Bull	28.08.2022	14:00 - 17:30	CyberArena, The Atrium of Arcade @ Cyberport	Physical with Livestreaming
2022 HKDSA Junior Racer Drone Racing Competition	26-28.8.2022	11:00 - 19:00	Shop 415, Amphitheatre, CyberArena, The Atrium of Arcade @ Cyberport	Physical with Livestreaming
Hong Kong E-Dodgeball Novice Tournament 2022 (Cyberport)	26.08.2022-28.08.2022	09:00 - 12:00	Function Rooms, Level 3, Core E, Cyberport 3	Physical
Hong Kong E-Dodgeball Selection	26.08.2022-28.08.2022	12:00 - 15:00	Function Rooms, Level 3, Core E, Cyberport 3	Physical

Event name	Date	Time	Venue	Format
Tournament 2022 (Cyberport)				
RoboMaster Youth Championship 2022 (Hong Kong)	15.08.2022 – 04.09.2022	09:00 - 19:00	Shop 106-107, Arcade @ Cyberport	Physical
YUL x Master Duel Tournament South East Asia	24.08.2022 – 27.08.2022	18:00 - 22:00		Online
<b>DE*Spark</b>				
Esports Commentary Competition	09.07.2022	14:00 - 18:00	CyberArena, The Atrium of Arcade @ Cyberport	Physical
Hong Kong Housing Society Esports Tournament	26.07.2022	13:30 - 16:45	CyberArena, The Atrium	Physical with Livestreaming
The 65 <sup>th</sup> FOS -The 4th Edition of Hong Kong Motorsport Festival	20-21.08.2022	10:00 - 18:00	Sea View Terrace & CyberArena, The Atrium of Arcade @ Cyberport	Physical