

For immediate release

Meet World-class 3D Animation Professionals at Cyberport Animation Camp 2011

*Behind-the-scene heroes from Pixar, Lucasfilm and Rising Sun to share
their tips on making stunning 3D animation and scenes*

Hong Kong, 5 December 2011 - Cyberport Animation Camp 2011, Hong Kong's leading seminar on digital entertainment development organized by Hong Kong Cyberport IncuTrain Centre, will be held on 12 December 2011 at Hong Kong Cyberport. FREE registration is now available at <http://ac.cyberport.hk>. Seats are limited, act NOW!

Cyberport Animation Camp 2011 provides the opportunities for local animators and industry professionals to learn from the global leading 3D animation studios including Lucasfilm Singapore, Pixar Animation Studios and Rising Sun Pictures, who have involved in the production of blockbusters such as *Cars 2*, *Toys Story 3*, *Pirates of the Caribbean: On Stranger Tides*, *Star War* series, *Harry Potter* series and *The Lord of the Rings: The Return of the King*.

Leaders from the 3D animation world include Mr. Ken Huff, Technical Trainer at Lucasfilm Singapore; Ms Wen-Chin Hsu, Lighting Technical Director at Pixar Animation Studios; and Mr. Ian Cope, Visual Effects & Stereoscopic Producer at Rising Sun Pictures, will be sharing with the audience an engaging talk covering topics on the latest 3D animation and visual effect, the latest stereoscopic 3D animation trend, as well as rewarding experience of working in an overseas animation studio from an Asian's perspective.

"We're thrilled to have these top-notch speakers coming to Cyberport Animation Camp 2011," said Dr. David Chung, Chief Technology Officer of Hong Kong Cyberport Management Company Limited. "Nurturing local ICT talents is always our mission and we believe that through more training, collaboration and knowledge transfer, Hong Kong's incubatees, startups and industry professionals will be able to learn and apply world-class 3D animation skills and knowledge in the creative industries in Hong Kong, thus improving the quality of the productions in Hong Kong as a whole."

"Autodesk is committed to providing creative professionals and up and coming animators technology, training and resources that can advance their knowledge and skillsets," said Stig Gruman, vice president, Autodesk Digital Entertainment.



"Today's students and recent graduates must be fluent in the technologies used by professionals," added Gruman. "Autodesk is dedicated to educating a new generation of animators to help them compete in tomorrow's global production community. We're pleased Cyberport is bringing aspiring talent and seasoned professionals together for an open exchange of ideas and best practices that will help shape the future of digital entertainment creation."

"Panorama is one of the Maya's key events, different from our international animation screenings and master classes, it not only provides a platform for animation talents across the Asia Pacific region to show off and exchange their creativity, skills and cultural differences, most important, it is an astonishing opportunity to learn from the world-class masters", said Eddy Hui, Chairman of the Hong Kong Maya User Group. "The first Panorama in 2009 was a great success. This year, we have selected 22 young talents from different countries together with a marvelous list of mentors, the key component, Animation Camp, will definitely be a spectacular event which can draw attentions of all animators." Eddy added. "We believe by gathering the contestants and experts from different countries and hosting this Animation Camp in Hong Kong, we are helping to promote Hong Kong as the hubs for the creative industry in Asia Pacific."

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About Cyberport

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

About Autodesk Inc.

Autodesk, Inc., is a leader in 3D design, engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries - including the last 16 Academy Award winners for Best Visual Effects - use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com.

About the Mayan: Hong Kong Maya User Group

The Hong Kong Maya User Group is a passionate, non-profit organization formed by dedicated professionals. The primary objective of the group is to promote and cultivate professionalism in digital content creation with the focus on media and entertainment. The group has developed a strong network among similar user groups in the APAC region, and aim to elevate users' skills through the exchange of ideas, programs and best practices. For additional information, visit www.mayan.hk.

For more information, press only:

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APPENDIX 1

Event Details

Date : 12 December 2011 (Monday)

Time : 13:30- 17:30

Venue : Solution Lab, Cyberport Entrepreneurship Centre, Unit 518, Cyberport 3 (Core F), 100 Cyberport Road, Cyberport

Language: English

Target audience : Cyberport's Incubatees and alumni, ICT / digital entertainment startups and industry professionals

Fee: Free-of-charge

Remarks: FREE shuttle bus service to and from Admiralty and Cyberport will be provided

Registration <http://ac.cyberport.hk>

APPENDIX 2
Speakers' profile

	<p>Mr. Ken Huff <i>Technical Trainer, Lucasfilm Singapore</i></p> <p>Ken joins the studio as Technical Trainer working across all production teams including visual effects, games, TV and feature animation to support their training needs.</p> <p>An interdisciplinary visual artist working in a variety of traditional and new media, he has lectured frequently about his work and creative practice. In 2009, he spent several months in the studio teaching Fine Art, Maya, and Stereo Enrichment Classes.</p> <p>He has been working on computer graphics techniques for fine art since 1994, and his body of work includes prints, sculptures, time-based projects and photographs. These have been showcased in numerous international exhibitions, including many SIGGRAPH art galleries and at the Ars Electronica Center in Austria.</p> <p>He relocates from Georgia, where he has been based for the past 4 years, working as a Professor for the Visual Effects department at the Savannah College of Art and Design.</p>
	<p>Mr. Ian Cope, <i>Visual Effects & Stereoscopic Producer, Rising Sun Pictures</i></p> <p>Ian Cope has been with Rising Sun Pictures (RSP) since 2001. He has contributed to the design & execution of visual effects on feature films such as Pirates of the Caribbean: On Stranger Tides, the Harry Potter series, Green Lantern, X-Men Origins: Wolverine, 28 Weeks Later, Batman Begins, Superman Returns, and The Lord of the Rings: The Return of the King.</p> <p>Ian's journey began with a Design (Visual Communication) degree at the University of Technology, Sydney, and continued with roles as an Animation & Video Producer, Hardware & Application Specialist, IT Professional and a lecturer of tertiary students in Animation & Visual Effects. His many roles within RSP have included VFX Composer, Animator, Editor, Coordinator, Production Manager,</p>

	<p>Communications Manager and Producer. Ian also contributed to the initial development of Rising Sun Research's collaborative review tool, cineSync, which won a Scientific & Technical Academy Award in 2010 for its contribution to the film industry.</p> <p>In his current role as Visual Effects & Stereoscopic Producer, Ian draws on his extensive experience of vfx to manage a team of artists and technicians to deliver world-class visual effects to clients around the world. He is also an active member of the Visual Effects Society. For more information visit www.rsp.com.au</p>
	<p>Ms Wen-Chin Hsu, <i>Lighting Technical Director, Pixar Animation Studios</i></p> <p>Wen-Chin has been with Pixar Animation Studios since 2008. As Lighting Technical Director, she has worked on animation favorites like Up, Toy Story 3 and Cars 2. Prior to joining Pixar, she was with Tippett Studio and contributed her expertise on lighting to feature films like Drag Me to Hell, Beverly Hills Chihuahua, The Spiderwick Chronicles, The Golden Compass, Enchanted and Charlotte's Web.</p> <p>Pixar Animation Studios is an Academy Award®-winning computer animation studio with the technical, creative and production capabilities to create a new generation of animated feature films, merchandise and other related products. Pixar's objective is to combine proprietary technology and world-class creative talent to develop computer-animated feature films with memorable characters and heartwarming stories that appeal to audiences of all ages.</p>