



Cyberport becomes first CineGrid member in Greater China Region

High-speed digital exchange platform brings high quality digital media to the region

HONG KONG – 20 July, 2010 – Hong Kong Cyberport Management Company Limited (Cyberport) announced that Cyberport has become first CineGrid member in the Greater China Region (GCR) and just completed its first demonstration of CineGrid's 4K live streaming technology in Hong Kong at Cyberport's Speaker Series. The event themed CineGrid: Streaming 4K Motion Pictures from Around the World attracted over 130 industry professionals to attend making the Cyberport Training Theatre crowded with enthusiasm.

After the memorandum of understanding (MOU) signing in March, CineGrid encouraged and assisted Cyberport to attain CineGrid membership for further collaboration. Joining fellow Asia members in Korea and Japan, Cyberport signed on to bring unprecedented opportunities in high-quality digital media to Hong Kong professionals, strengthening its position as Hong Kong's technology innovation leader.

As a CineGrid member, Cyberport gains access to a prototype digital media exchange that transfers data over some of the fastest global digital networks in existence, ranging from 1 to 10Gbps in bandwidth. This exchange connects Cyberport to other CineGrid members around the world, facilitating collaboration and research in science, education, entertainment and art. It also gains access to the CineGrid Exchange, which makes digital media content that has been collected, archived, restored and produced in various formats by CineGrid members available to Cyberport CineGrid users.

The demonstration given yesterday of 4K live streaming technology helped demonstrate the real world benefits that the technology could bring about. 4K live streaming offers four times the resolution of HDTV, and can help theatres deliver a wider range of content in real time—live concerts, operas, theatre performances, and even 3D sports matches. The technology also enables collaborative work by production teams from around the world and facilitates cooperation between Hong Kong enterprises and world-class post-production providers, enhancing color and sound-tuning post-production capabilities, for example.

"CineGrid welcomes Cyberport as its newest member, and first ever from the GCR. Since it was founded, Cyberport has enjoyed great support from the Hong Kong government to be an inspiration for technological innovation, growing into a critical regional hub for digital content and tech enterprise development. We believe it is a perfect match for our digital exchange networks, and look forward to the important contributions it will make to the rest of our members around the world," said Laurin Herr, co-founder, CineGrid, Inc.

CineGrid, founded in 2005, is committed to building an interdisciplinary community that is focused on the research, development, and demonstration of networked collaborative tools to enable the production, use, preservation and exchange of very-high-quality digital media over photonic networks.

"It has been a great pleasure working with CineGrid to bring access to the most advanced digital networks to Hong Kong. Demonstration of 4K live streaming technology has gained an overwhelming response from the local industry practitioners from film, digital entertainment, post-production and the academia. It shows that the Hong Kong professionals are craving such technologies," said Mark Clift, COO, Hong Kong Cyberport Management Co., Ltd. "With the increased demand for networked distribution of high quality digital media around the world, Cyberport will continue its effort to improve Digital Cinema Exchange (DCX) and provide more training in the field of digital media and networked applications for Hong Kong creative talents."

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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. Go to <http://www.cyberport.hk> for details.

About CineGrid

For more information about CineGrid, please visit <http://www.cinegrid.org>

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