

Press Release

For Immediate Release

Bright sparks fly in for Cyberport's Digital Entertainment Leadership Forum 2013

Information and communications technology pioneers from across the globe convene Cyberport to discuss latest digital entertainment trends

(Hong Kong, 17 April 2013) – This year's Digital Entertainment Leadership Forum (DELF 2013) was a rousing success, with approximately 500 guests in attendance. Organised by Hong Kong Cyberport Management Company Limited (Cyberport), this remarkable event saw entrepreneurs and executives from across the global information and communications technology (ICT) field gather at the Cyberport campus in Hong Kong for a series of lively sharing and discussions.

As per the Forum's objective and this year's "Pushing the Digital Entertainment Limits with Cutting-Edge Technology" theme, the sessions were largely geared towards highlighting the trends and technologies reshaping the digital media and entertainment landscape. Throughout the forum, there were interesting presentations covering everything from 3D animation, cinema, serious gaming and visual effects to motion graphics, television commercials, mobile phone apps and interactive installations for performance.

Cyberport's Chief Executive Officer, Herman Lam said at the opening of DELF 2013, "The digital world is constantly changing and Hong Kong's ICT industry needs to keep up with those changes if it's to stay ahead. Today's gathering, which included some of the best minds from across the world, not only served as an opportunity for our creative talents to learn from local and international experts, but also for them to connect with each other and exchange ideas. As an organisation dedicated to promoting the ICT industry, we are delighted to host such initiatives."

Cloudpic Global founder **Richard Chuang**, in his talk on "*The Next Wave of Innovation*", spoke about modern digital media content creation trends and how the creators analyse the users' behaviors and habits via location-based services, and make use of the data in real-time to create digital media content fitting the consumers' needs. Chuang was also one of the co-founders of PDI, which was acquired by Dreamworks and was the core computer graphics production pipeline for PDI/Dreamworks.

The Gibson Group founder and chairman **Dave Gibson** in his talk on "*Technology by Design: Global Applications for Digital Entertainment*" spoke of how content and audiences drive design and technology in the visitor attraction and museum sector, and looked ahead to the digital museum of the future including visitor tracking.

QoL Media chief and MTV co-founder **Andrew Orgel** revealed 14 high-tech trends that are changing the way digital entertainment is being created and consumed in the 21st century, which include the value of understanding behavioural targeting in the "marketing moment"; the growth of "connected TV" in the age of "personal media"; and the critical importance of powerful consumer branding in a transmedia marketplace.

In addition, the event attracted an impressive array of international and local experts covering the touch on everything from the next generation of digital content and entertainment to collaborative content-creation through high-speed networks. Renowned speakers included:

- **Martin Baynton**, Co-owner of Pukeko Pictures
- **Henry Fong**, CEO of Yodo1
- **Laurin Herr**, President of Pacific Interface, Inc. and Co-founder of CineGrid
- **Pat Lee**, CEO and Creative Director of SecretLab
- **Robert May**, Founder of Ringz. TV
- **Hal Josephson**, CEO and President of MediaSense
- **Michael Stephens**, Managing Director of Stephen Lawyers

As one of the visionary leading ICT hubs in the Asia Pacific region, Cyberport is always committed to bringing the latest technology to accelerate and support the development of Hong Kong's ICT industry with its network and cutting-edge technologies, ultimately bringing the benefits of ICT advancement to the community. Events like DELF have helped further Cyberport's goal of developing Hong Kong's ICT industry and supporting the digital entertainment field's development.

DELF 2013 is part of the "**International IT Fest 2013**" starting from April 8 till April 21. The IT Fest is organized by the Office of the Government Chief Information Officer of The Government HKSAR partnering with technology organizations and the ICT industry to put up a series of exciting events in a wide range of ICT domains where Hong Kong is developing fast.

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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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