



**Press Release
For Immediate Release**

Acclaimed Digital Entertainment Leadership Forum 2023 Returns to the Spotlight This August

*Exploring new developments in Web3
and creating a new future for entertainment*

Hong Kong, 15 August 2023 – The annual **Digital Entertainment Leadership Forum (DELF)**, hosted by Cyberport, will return from August 25, 2023 (Friday) to August 27, 2023 (Sunday).

The Digital Entertainment Leadership Forum 2023 is part of the "Happy Hong Kong" Campaign and an important event to celebrate Cyberport's 20th Anniversary. There will be activities such as an AR gaming experience, a smart climbing wall and gaming platform, a racing simulator, and a musical instrument app learning workshop. There will be food booths on site, welcoming the public to participate and experience.

The three-day event, themed "Power UP! **When Entertainment Goes Beyond 3**oundaries", invites local and overseas industry representatives to share how digital entertainment experiences in arts, education, sports, and life are evolving in the era of Web3. It will also showcase the convenience and opportunities brought by innovative technologies. In addition, Cyberport will invite a group of celebrities and artists to actively engage with and experience the transformative power of new technologies. DELF will also feature multiple innovative technology exhibitions and experiential zones, offering an exhilarating digital journey for industry professionals, esports enthusiasts, and the public alike.

Indulging in the Thrills of Digital Entertainment for Three Days in Four Exciting Zones

The disruptive power of Web3 continues to break the boundaries between entertainment and interactive experiences. During the three-day DELF event, four major digital entertainment experience zones featuring artainment, edutainment, sportainment and LOHAS. Each zone showcases the latest digital technologies and innovative applications, delivering interactive and immersive experiences leveraging Web3 and artificial intelligence in different digitainment contexts. In addition to these enthralling experiences, participants will also have access to a diverse array of keynote speeches, panel sessions, and workshops that address the latest trends and future developments in the digital entertainment industry impacted by the rising tide of Web3.



Exploring Web3's Impact on Digital Entertainment with Industry Experts

To comprehensively explore the practical applications of Web3 in the virtual world, DELF has assembled a distinguished panel of over 90 experts from internationally and locally renowned technology companies for the main forum, including representatives from HTC, Tencent, Metaverse Corporation, Moxy, Cognitive Systems Lab, CMGE, Brandoville Studios, L.I.M.Design Work, Hong Kong Game Industry Association and Meta Artainment.

The event will delve into areas such as NFTs, Generative AI content, technical creation and streaming, virtual production technology for movies and animation, digitized sports, integration of games and music, and the entire digital ecosystem. The acclaimed panelists will explore ways to transcend current business models and value chains in the digital entertainment industry, and share experiences and insights on the impact and opportunities of digitization.

Peter Yan, CEO of Cyberport, said, "DELF is the annual flagship activity in the digital industry and Web3 Living Lab will be officially launched during the event. There will be many more diversified activities this year and as part of the 'Happy Hong Kong' Campaign, we will provide more exciting and memorable experiences for the participants in this DELF.

With the advancement of Web3, the digital entertainment industry has entered a new era, bringing tremendous potential to the digital entertainment industry. Web3Hub@Cyberport brings together over 180 Web3 enterprises and start-ups worldwide, forming the largest Web3 community in Hong Kong which covers Fintech, Smart Living and Digital Entertainment. We combine digital and entertainment elements to provide wonderful experiences for attendees through the four major digital entertainment zones: the metaverse experience zone, gaming and competitions and innovative technology workshops which embrace the elements of play, learning and usage, creating a happy and fun experience for the participants. We eagerly anticipate that DELF will open the doors for attendees to explore development opportunities in Web3 and the digital entertainment industry."



Diversified digital entertainment experiences, combined with various gifts and promotions

The experience zones of DELF will take the public's imagination of Web3 to a new height. Highlights include the spotlight-grabbing "Play to Earn" activities. To participate, attendees can activate their "Play to Earn" platform account before the event. Once on-site, they can venture through the four experience zones to complete specific tasks and challenges and earn points by scanning QR codes at each checkpoint. These points can later be redeemed for a variety of exciting gifts at the gift redemption counter!

This year's top prizes include 200,000 travelling miles from Divit Miles, Sony PlayStation 5, HTC VIVE XR Elite, and autographed jerseys from renowned football players. In addition, any participant purchasing a DELF admission pass will get a free ticket to the Hong Kong Computer and Communications Festival 2023. Ticket holders of Hong Kong Computer and Communications Festival can redeem a DELF Experience Pass at HK\$60 (50% off) by presenting the promotion flyer at the DELF counter.

Enchanting Performances Bringing People Together

To celebrate this annual digital entertainment flagship event, a line-up of celebrities including Kandy Wong Shan Yee, Amy Tam, Ophelia So (O3), Kris Law Kai Chung, kinlung @all for one, Iron Music, BIM Band, and Joyous Band will perform in a magnificent concert during DELF. The HKITDA AI Art Tech Concert will bring a multitude of fantastic and entertaining performances, blending artistry and technology. Join us at Cyberport and experience extraordinary moments together!

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Please high resolution photos download through [this link](#).



Photo 1: The annual digital entertainment signature event, Digital Entertainment Leadership Forum (DELFL) 2023 will return to Cyberport from 25 August (Friday) to 27 August Sunday). Under the theme “Power UP! When Entertainment Goes Beyond 3boundaries”, local and international business representatives will gather and explore how digital entertainment experiences are transforming art, education, sports and everyday life in the Web3 era, while showcasing the conveniences and opportunities of cutting-edge technology. **(From left: Ian Chan, Chief Corporate Development Officer; Peter Yan, Chief Executive Officer; Terence Leung, Senior Manager - Digital Entertainment; Eric Chan, Chief Public Mission Officer of Cyberport)**



Photo 2: Peter Yan, Chief Executive Officer of Cyberport, presented the Ubivox 3D Scanning Catwalk Show at the briefing.



Photo 3: Peter Yan, Chief Executive Officer of Cyberport, introduced the "Digital Entertainment Leadership Forum 2023" as part of the 20th Anniversary campaign and shared the activities and elements of "Happy Hong Kong" campaign in DELF. The forum aims to enhance public understanding of the practical applications of innovative technologies and other immersive experiences.



Photo 4: Terence Leung, Senior Manager - Digital Entertainment of Cyberport, introduced the highlights of the event and the latest trends and future developments in digital entertainment. He envisions that participants will experience the excitement and joy brought by digital entertainment.





Photo 5-10:

Cyberport also invited 6 start-ups to bring their digital entertainment experience and showcase in the media briefing session, including Ubivox, PureHay- Cyberpunk Gallery, HTC Vive VR Printing, Gusto - CALLI CATCAST, ATTA - Dribble Tracker AI coach, and the demonstration of HKDSA - Drone Soccer presented by students at S.K.H. St. Michael's Primary School.



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About Cyberport

Cyberport is Hong Kong's digital technology flagship and incubator for entrepreneurship with over 1,900 members including over 800 onsite and close to 1,100 offsite 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 economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk