

**Press Release**

For Immediate Release

**Cyberport Brings Seven Start-ups to Los Angeles  
Showcase Hong Kong's Achievements in Smart Living and Digital  
Entertainment**

Los Angeles, 20 September 2019 – Hong Kong Cyberport brought seven start-ups from its community to Los Angeles, USA, to take part in the Hong Kong Trade Development Council (HKTDC)'s annual overseas flagship promotion event "Think Asia, Think Hong Kong" and co-organised the thematic forum titled "The Future of Smart Living and Digital Entertainment". Cyberport presented on the latest developments of Innovation and Technology (I&T) in Hong Kong to the audience, while the start-ups demonstrated their innovative solutions in smart living and digital entertainment, showcasing some of Hong Kong's achievements in I&T so far.

**LA and Hong Kong are a match made in heaven**

In his welcoming remarks, Dr George Lam, Chairman of Hong Kong Cyberport, said, "Hong Kong and LA are both world class metropolises that are taking major steps to become smart cities. LA is home to the legendary Hollywood "dream factory", while Hong Kong has been called "Hollywood of the East". As the digital entertainment industry continues to develop rapidly, Hong Kong and LA have immense potential for further win-win collaboration in smart living and digital entertainment projects. It's a perfect match made in heaven."

Peter Yan, Chief Executive Officer of Cyberport, spoke to the American business community at the event on the vigorous growth of I&T in Hong Kong. He also explained what policies the Hong Kong SAR Government has to offer to boost the industry and how Cyberport's comprehensive ecosystem is supporting industry players. "Through the Technology Talent Admission Scheme (TechTAS), technology talent from the US can receive fast-track arrangements for their employment visas when hired by companies from the Cyberport Community. We also welcome the American business community to find new business opportunities and strengthen ties with the Cyberport community through our Cyberport Enterprise Network, Investors Network, and Technology Network. We wholeheartedly welcome US technology enterprises to join the Cyberport campus and, among many support measures, can offer favourable rent arrangements."

**Smart living solutions for people from all walks of life**

The first panel discussion following the presentation was "Smart Living Innovations in Hong Kong". The session was moderated by Cyberport director Duncan Chiu and featured four of Cyberport's start-ups who shared on how their products are raising quality of life, supporting the disabled, and promoting sustainability. Origami Labs has developed a smart ring that utilises bone conduction technology. Once connected to the phone through Bluetooth, users can deliver audio directly to their inner ear just by wearing the ring and touching their ear. MAD Gaze has developed lightweight, power efficient AR smart glasses that can be applied to various cases such as education, medicine, and engineering. For example, a field technician can share real time information and live footage of the scene, which allows support departments to provide accurate instructions to solve problems. Another company, Zunosaki,

using robotic technology, has developed HandyRehab, an affordable, lightweight assistive robotic glove that can greatly improve the quality of life for stroke patients undergoing rehabilitation. Unspun uses technology such as 3D scanning, digital fit algorithms and 3D weaving to create seamless, customised jeans that is produced much more efficiently. Through automation, localisation and intentional manufacturing, the apparel company is able to eliminate back-end inventory and reduce wasteful processes, reducing its carbon footprint.

### **Unlimited surprises in digital entertainment**

The second panel discussion titled “The Power of Creativity in Digital Entertainment” was moderated by Cyberport CEO Peter Yan, who was joined by three of Cyberport’s start-ups taking the lead in the digital entertainment and esports space in Hong Kong. Redspots Creative is a multi-media production company whose offerings include 3D video production and AR/VR (augmented reality/virtual reality) interactive technologies, products and platforms. They created Hong Kong’s very first virtual esports idol “i0” which was the talk of the town during Hong Kong e-Sports & Music Festival 2019. Godzpeed Autosport develops and promotes professional-grade driving simulation software. The start-up has expanded beyond racing simulation training and now host esports tournaments. The start-up recently opened its first physical racing centre, allowing more people to experience professional racing first hand. GJS Technology has produced a fighting robot, together with a controller around the waist which contains motion capture technology, which allows players to use physical movements to control the robot in battle. The robots can even achieve 360-degree high speed movement at up to 0.09 seconds per 60 degrees.

The start-ups also showcased their innovative products and solutions at the InnoVenture Salon exhibition area. Business matchings with potential partners and investors were also set up by the organiser to create further opportunities for collaboration.

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Photo captions



Dr George Lam, Chairman of Hong Kong Cyberport, says Hong Kong and Los Angeles have immense potential for further win-win collaboration in smart living and digital entertainment projects, a match made in heaven.



CEO of Hong Kong Cyberport, Peter Yan, speaks on the vigorous development of I&T in Hong Kong, policies by the Hong Kong SAR Government to boost the industry, and Cyberport's comprehensive ecosystem to support industry players to the American business community at the event.



The first panel discussion, titled "Smart Living Innovations in Hong Kong", featuring start-ups including Origami Labs, MAD Gaze, Zunosaki and Unspun



Cyberport startups who are in the digital entertainment space, including Redspots Creative, Godzspeed Autosport and GJS Technology participating in the panel discussion titled "The Power of Creativity in Digital Entertainment"



"The Future of Smart Living and Digital Entertainment" thematic forum attracted many American investors and members from the business and technology communities.



Cyberport start-ups showcase their innovative products and solutions at the InnoVenture Salon.

For high resolution photos, please download via [here](#).

### **About Cyberport**

Cyberport is an innovative digital community with around 1,400 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is 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 on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies 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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