

Press Release

For Immediate Release

Cyberport Delineates Technology Changes at Digital Entertainment Leadership Forum 2014

International gurus gathered at Cyberport to discuss how to use new technologies to create the next billion-dollar digital entertainment company

Hong Kong, 16 April, 2014 – Cyberport Management Company Limited (Cyberport) today held the annual Digital Entertainment Leadership Forum (DELFF) 2014 on premise, successfully attracting over 350 guests to attend the Forum and learn about the latest technology trends from the perspectives of renowned industry leaders. On this year's theme "Pioneering Technology Changes in Digital Entertainment", the Forum focuses on the up-and-coming trends that will reshape the current markets and economies, and how best to leverage these new technologies to create the next billion-dollar IT legend in the digital entertainment industry.

New digital entertainment technologies emerge every now and then, and they hold the ticket for good ideas to become billion-dollar businesses by providing both the tool and the platform to interact with audiences in an impactful way. As Asia's World City, Hong Kong provides the perfect venue for international gurus to explore the role of Asia, and especially Hong Kong in the current international trajectory of converting creativity into global success stories.

Ms. Susie Ho Shuk-yee, JP, Permanent Secretary for Commerce & Economic Development (Communications & Technology) and Mr. Herman Lam, Chief Executive Officer of Cyberport, were both invited to give opening remarks to kick-off the Forum.

During Lam's speech, he highlighted Hong Kong's unique role as the ultimate Asia hub of innovation and technology: "Hong Kong is in the ideal position geographically, technologically and culturally to act as Asia's information and communications technology (ICT) hub. We're close to Mainland China and are in close connection with the Western world; we have some of the fastest Internet connections around the world; and our heritage as the 'Hollywood of the East' has translated into talents for developing content and monetizing our works, making Hong Kong the home of many talented individuals in the entertainment industry. It is our mission to act as a supportive platform for these distinguished young minds to flourish and bloom in this digital age."

As the organiser of the biggest digital entertainment industry event in Hong Kong since 2004, Cyberport has once again leveraged its international network to invite movers and shakers of the industry to share their perspective. In the first keynote session *Shifting Technology: from Pixel to PIXAR*, Co-founder of PIXAR, Mr. Alvy Ray Smith, spoke of how he had taken computer graphic technologies to the next level, and built up the digital entertainment empire PIXAR by working with visionary investors including the late Steve Jobs.

"Hong Kong is a great place for international companies to get connected to the digital entertainment scene in Greater China and Asia," said Mr. Smith. "We see a lot of potential in the digital entertainment industry of Hong Kong because of its world-class talent and creativity. I will definitely come back and visit again."

Mr. Bart Decrem, former Senior Vice President of Disney Interactive, illustrated how to amplify creative content by making use of different digital platforms in his keynote session *Blank Canvas: Designing New Entertainment for Portable Screens*. He also talked about how the increasing popularity of mobile has given birth to new types of content that are designed for consumption on-the-go and across screens of different sizes.

Mr. Decrem saw great potential of creative content in Hong Kong as it is able to appeal to audiences from the West as well as the East, particularly the Chinese speaking populations. “The proliferation of mobile technology has made it possible for creative local content to generate international success within a short period of time,” he said. “Hong Kong has this great advantage of being able to generate content that is relevant to the international community as well as the Chinese speaking world at the same time.

Ms. Stephanie Barish, dubbed by Fortune as one of the 10 most powerful women in the gaming industry, and founder of international independent games festival IndieCade, shared the trends in the gaming industry and their implications in her keynote *Game Industry or Game Indie-Stry? The story of independents on the march!*.

As an active member in the indie game development industry, she expressed her views on the current boom of the indie game development scene as traditional console gaming ecosystems open up and become more welcoming to independent developers, as well as the virtual reality sensation that have been generating immense interests from gaming journalists to multinational technology conglomerates over the recent years.

She saw the DELF event as a unique platform for her to make connections with game developers in the Chinese speaking world who also have a global outlook. “The independent gaming scene is burgeoning in every part of the world, and it is driving changes to the overall gaming industry from bottom up,” said Ms Barish. “There is a distinct texture to Hong Kong’s gaming ideas that is appealing to audiences both from the East and the West.

A host of industry subject experts from venture capitalists to digital entertainment industry veterans have also been invited to the event to engage in lively discussions on the up-and-coming technologies and how to use them to the best advantage and create the maximum impact on bottom line results. The panel discussions were also supported by renowned industry leaders:

- **Steve Bocska:** Founder and CEO of PugPharm
- **Paul Cameron:** CEO, Co-Founder and Director of Booktrack
- **Allen Foo:** Managing Director of Unity Technologies (Greater China Region)
- **Masahiko Inami:** Professor of KEIO Media Design
- **James She:** Assistant Professor at Department of Electronic & Computer Engineering in Hong Kong University of Science and Technology
- **Edith Yeung:** Founder of RightVentures and VP of Dolphin Browser
- **Hongbo Fu:** Emerging Technologies Chair at SIGGRAPH Asia 2013 and Assistant Professor of School of Creative Media in City University of Hong Kong
- **Hal Josephson:** CEO and President of MediaSense
- **Gabriel Pang:** Managing Director of Firedog Creative Company Limited

DELFL 2014 is only a part of the series of exciting ICT events arranged for International IT Fest 2014 starting from 7 till 20 of April this year. The IT Fest 2014 is organised by the Office of the Government Chief Information Officer of The Government HKSAR partnering with technology organisations and the

ICT industry to bring together international experts to share knowledge and exchange insights in various ICT domains.



Cyberport's Chief Executive Officer, Herman Lam, gave welcoming remarks at Digital Entertainment Leadership Forum (DELFL 2014).



Keynote Speaker, Co-founder of PIXAR, Alvy Ray Smith delivered his speech on "Shifting Technology: from Pixel to PIXAR" at the Forum.



Keynote Speaker, former Senior Vice President of Disney Interactive, Bart Decrem, spoke about "Blank Canvas: Designing New Entertainment for Portable Screens" at the Forum.



Keynote Speaker, founder of international independent games festival IndieCade, Stephanie Barish, spoke about "Game Industry or Game Indie-Stry? The story of independents on the march!" at the Forum.



Cyberport's Chairman, Paul Chow (sixth from the right), with honourable guests at the Digital Entertainment Leadership Forum 2014.

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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.

For more information, please visit www.cyberport.hk

For more information, follow our Twitter handle [@cyberport_hk](https://twitter.com/cyberport_hk).

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