

Cyberport Starts the Search for the Next “Avatar” with The First Hong Kong Stereoscopic 3D Competition

Competition encourages development of local talent in 3D content creation, with enhanced skills in capturing the business opportunities brought by 3D internet’s emergence

Hong Kong, 2 June 2011 – Hong Kong Cyberport Management Company Limited (Cyberport) today launched **The First Hong Kong Stereoscopic 3D Competition**. Riding on the soaring popularity of 3D contents in the market, together with the emergence of the 3D internet that is expected to bring revolutionary experience to a wider audience, Cyberport is taking lead to launch the competition with the aim to give students and independent filmmakers an opportunity to realize their creative ideas as well as to enhance their techniques in producing stereoscopic 3D content.

“With 3D content going mainstream in theatres and its great potential on the Internet, it is important for Hong Kong to invest in its young talent so that we can maintain our leading position in the Asian film and entertainment industry,” said Dr. David Chung, Chief Technology Officer of Cyberport. “The growing popularity of 3D content and the increase in availability of stereoscopic 3D devices including computer display monitors on the market give local young and independent video and film makers a new opportunity to bring their skills and talents into full play, leading our vibrant 3D entertainment industry to prosper even further with the growth of the 3D internet.”

"As 3D content production is different from 2D production in terms of shooting style and technique, the competition offers a great opportunity for young talent who endeavor to excel in the 3D digital production industry to understand more about the production process and master 3D shooting techniques that will help them realize their aspirations in 3D movie and animation production," said Mr. Henry Chung, a renowned 3D cinematographer. "Competition not only fosters talent development in the industry, it also enables industry players to get to know about the business potential of the 3D movie market, which in turn facilitates development of the 3D creative industry."

The theme of the competition is “A Stereoscopic Life” and there are two categories: “Native 3D Live Action” and “Stereoscopic 3D Animation”. To prepare participants with the necessary knowledge and skills for stereoscopic 3D production, two workshops will be organized in July where industry veterans will share their experiences on stereoscopic 3D production as well as the technical know-how.

Fabulous prizes for winners include high quality HD camcorders, Hi-Fi systems and iPad2, etc. Moreover, winners will receive the chance of having their winning entries presented to the public via JVC’s product promotion activities. The competition receives great support from both the government and commercial enterprises with Create Hong Kong of the HKSAR Government as the lead sponsor, while Shun Hing JVC and Autodesk as the major prize sponsors.

The competition is open to public and participants can either enter the competition as an individual or a team with up to three members. The application deadline is 29 July 2011 and results will be announced in late November 2011.

Full details of the competition and workshops, please visit <http://s3d.cyberport.hk>

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About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and 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 promoting a digitally inclusive society 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 details, please visit www.cyberport.hk

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