

## UCan: Information • Life Experience without Boundaries

### CityU Students Set Off For Antarctic

[17 December 2013 – Hong Kong] After months of hard work and preparation of Project “Extreme Environments: Creative Exploration through Art and Science”, 23 students from City University of Hong Kong (CityU) will embark on a 21-day expedition to Antarctica on 14 December. This journey is the first of its kind in Hong Kong. Students will undertake interdisciplinary research projects leading to original artworks that will help raise awareness about the importance of protecting our fragile environment.

Among the attendees for a reception held today (13 December) to mark the group’s departure were Dr Rebecca Lee Lok-sze, the first person from Hong Kong, and the first woman, to conquer the North Pole, the South Pole, and Mount Everest; plus representatives from sponsors and partners, along with CityU’s senior management and faculty.

“CityU students are prepared to discover and innovate throughout their studies as a central feature of our new Discovery-enriched Curriculum. Our students are ready to explore the unique characteristics of Antarctica, using interdisciplinary approaches and perspectives that they have acquired at CityU,” said Professor Arthur Ellis, Acting President, at the reception, wishing the students a safe and productive journey.

President of UCan UCL, Manson Liew, said, “To support this meaningful activity, UCan sponsored the students who set off for Antarctic the UCan Polar Wild Backpacks to reflect information • life experience without boundaries. Hoping this activity could produce a contributive report to environmental protection, and promote technological sustainable development in polar area.”

“The Extreme Environments: Creative Exploration through Art and Science” is organized by School of Creative Media, CityU. The Jackie Chan Charitable Foundation and UCan are the chief sponsors for the journey. The students are also sponsored by

Kaspersky Lab, XSories, LUSH, Parrot and DOS Teamwear. FringeBacker is a partner in the expedition.



Photo 1: photo of Ucan UCL President Manson Liew (second from the left) with CityU Professor Authur Ellis (first from the left), CityU managements and students who set off for Antarctic.

### **Culturecom Holdings Limited ("Culturecom")**

Culturecom Holdings is a pioneer in the entertainment culture, with a half-century comic creation, publishing history, international cultural exchange, has been playing an important role as "Cultural Ambassador". Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia.

Mr. Chu Bong Foo, Chairman of Culturecom is the renowned "Father of Chinese Computer" from Taiwan. Over the past three decades, Culturecom owns over 200 comic titles. Our comics have been distributed in 14 countries across the globe and translated to 10 different languages. Culturecom latest development strategy is to aggregate music, games, cultural content and new O2O business model, to create the most unique and diverse high-end service and entertainment platform. Culturecom also promote the strategic initiatives, the Group has just announced to acquire 51% of Tianhe Union Holding Group Limited at the Consideration of HK\$78,330,000, the Group is now look forward to the synergy of the acquisition.

## **Ucan.com Group ("Ucan.com")**

Ucan.com is a service content and publishing "Platform" which integrated music, animation, games, and O2O (Online-Offline) transactions.

Ucan.com the subsidiary of Culturecom Holdings Limited ("Culturcom"), a Hong Kong listed company (stock code: 343). With Culturecom's technology of comics digitization and 3D animation, and collaboration with <Asian Music (Creative) King> Jay Chou, Ucan "Cloud city" was established at the end of 2011. Ucan "Cloud city" is an innovative music, animation, games, and O2O (Online-Offline) "Platform" in promoting new developments in the world of pop culture (games) industry and assist in developing diverse cultural products (and services) for the digital cultural and creative companies in the Mainland, Taiwan and Hong Kong.

### **Ucan "Cloud city"**

On 21 December 2011, Culturecom announced the establishment of Ucan.com, a 3D animation network "Platform". "Asian King of Pop" Jay Chou is one of the founding shareholders of Ucan.com became the "Global Cultural Ambassador" of Ucan. Ucan.com aimed at creating Ucan "Cloud city" to be the world's first "Online City", the social games and electronic (internet) commerce "Platform" which based on the real scenery of Hong Kong.

Hong Kong was being a starting point of Ucan "Cloud City", this model will be copied to the global market. "Cloud City" just like real life on the Internet, users are free to choose a lifestyle, arranged their own "home on net" (the online home), interact with friends, set up "online shop", build a brand, allowing users to enjoy the creativity, develop their potential and enjoy the freedom and fun, and to find opportunities for starting business. There are three versions for Ucan "Cloud city" - (1) Mobile Edition (2) Browser version, (3) PC version.

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