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2012年11月26日
星期一

焦點新聞

社論

政治要聞

地方綜合

生活萬象

體育新聞

影視娛樂

台南要聞

台南產銷

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周杰倫事業版圖 跨入文創產業

中央社／台北 20日電

投資範圍遍及餐飲、服飾等領域的「亞洲音樂天王」周杰倫，投資版圖再擴大至文創產業，希望結合台灣數位文創產業的人才及資源，推動新興「遊戲工業」全球化。

由香港文化傳信集團及周杰倫投資的 Ucan.com 集團，21日將在台北舉辦首屆「文化樂園」產業嘉年華，盼推動台灣成為全球文創產業大平台，使台灣成為全球潮流文化（遊戲）產業工業化的領航者。

為期兩天的首屆「文化樂園」產業嘉年華交流會中，周杰倫將以 VCR 發表對 Ucan「雲城市」及潮流文化的見解。另外包括中華電信（中國）子公司董事長朱鳳芝、台港經濟文化合作策進會董事長林振國、前海基金會董事長江丙坤及海外數位文創產業等貴賓出席。

Ucan.com 集團執行董事陳自創表示，Ucan「雲城市」是建立全球「遊戲工業」的創新平台，其「文化樂園」投資案若能在台灣落實建設，將是全球首個結合地面上實體創作的多樣化大型「遊戲樂園」，必能藉此打造台灣成為全球潮流文化（遊戲）產業的新基地，進一步推動「遊戲工業」的全球化。

另外，「文化樂園」產業嘉年華交流會中將安排先進的 3D「雲城市」（動漫引擎及內容）展示、3D 文化大觀園、網上漫畫館及 3D 動漫體驗館展示，還有國內第一場小型 SocialOke「遊戲式」民歌互動音樂會。

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Jay Chou steps into cultural creative business

(22 November 2012 - Taiwan) Mr. Jay Chou, with his investment over different sectors such as catering, fashion, etc, would like to invest in the cultural sector by cooperation with experts in Taiwan to accelerate the globalization of gaming industry.

Ucan.com, jointly developed by Hong Kong listed company - Culturecom Holdings Limited and the Asian music pop star, Jay Chou, announced the launch of the first Cultural Park Carnival in Taipei on 21 November. The carnival aims to develop Taiwan to be the leader in cultural gaming industry.

During the two-day Cultural Park Carnival, Jay Chou recorded a VCR to express his view about Ucan Cloud City and pop cultural gaming industry. Over hundreds of guests are invited to attend including Ms. Chu Fong-Chi, Ex-Legislators and President of the subsidiary of Chunghua Telecom (China), Mr. Lin Chen-Kuo, President of the Taiwan Hong Kong Economic and Cultural Cooperation Council, and Mr. Chiang Pin-Kung, Ex-President of Straits Exchange Foundation.

Dr. Steve T. Chen, Managing Director of Ucan.com said, Ucan Cloud City is a new global gaming platform. If the Culture Park could be built in Taiwan, it will become the first game park combined with virtual reality and the real world with infinite possibilities which will help Taiwan to further promote the globalization of gaming industry.

In the carnival, the company will let the guests know the operation of 3D Cloud City with AR technology, including 3D Cultural(game) Park, Online comics theatre, 3D animation laboratory, etc. so as to experience the transformation between virtual reality and the real world. Also, the first performance of "Socialoke" folk song concert was shown in Taiwan.

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