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**Date** : 21 Nov 2012  
**Publication** : Yam News (番薯藤網路新聞)  
(<http://n.yam.com/yam/creative/20121122/20121122995390.html> )

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### **Ucan Cloud City promotes the industrialization of game industry**

Ucan.com Group, a joint venture of Culturecom (343.HK) and Asian music superstar Jay Chou, held their Inaugural Cultural Park Carnival on 21 November 2012 in Taipei, with an aim to take advantage of abundant resources of Taiwanese digital cultural content creation in order to promote the industrialization and the globalization of the emerging game industry.

Over 50 digital cultural content experts around the world and 30 international investors were invited to join the carnival. During the opening ceremony, the founding investor Jay Chou appeared in a video and shared his vision on Ucan Cloud City and the global trend of game industry.

Ucan.com is going to be on live in January 2013. In addition to the first international online singing contest Socialoke, Ucan.com will organize the first Chinese online singing contest with the augmented reality technology. The winner will receive a luxury sports car worth over NT\$10m and will be invited to perform in the Jay Chou's world tour concert in 2013.

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