

## **Ucan Cultural Park attracts overseas investors and cultural experts**

(22 November 2012 - Taiwan) Ucan.com, jointly developed by Hong Kong listed company - Culturecom Holdings Limited and Mr. Jay Chou, the Asian music pop star, yesterday announced the launch of the first Cultural Park Carnival in Taipei. The carnival aims to develop Taiwan into the leader in cultural gaming industry by building the Cultural Park and to accelerate the globalization of the gaming industry.

At the launching ceremony, Mr. Wu Den-yih, Vice President of ROC, issued a congratulatory telegram to Ucan while Mr. Jay Chou recorded a VCR to express his views on Ucan Cloud City and pop cultural gaming industry. Today, the 3D ani-com laboratory and other counters will be opened to the public for comers to experience the new and creative technology.

Over hundreds of guests are invited to attend the ceremony including Ms. Chu Fong-Chi, Ex-Legislator 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. Besides, over 50 guests from the digital cultural media sector, representatives from over 30 overseas investment firms arrived in Taiwan to engage in exchanges with 200 related local parties.

The “Socialoke” folk song concert had invited various singers to perform and further display how the AR technology, virtual reality and real world amalgamate on the Ucan platform.

Dr. Steve T. Chen, Managing Director of Ucan.com said, Ucan Cloud City is a new global gaming platform. 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 library, 3D animation laboratory, etc. so as to experience the transformation between virtual reality and the real world.

Ucan will be fully launched in 2013. Culturecom collaborates with HP to launch the “Socialoke” singing contest. The winner will have the opportunity to perform alongside Jay Chou in the 2013 World Tour.

### **About Culturecom Holdings Limited (343.HK)**

Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia. 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. Besides publishing, Culturecom has also

authorized Chinese Gamers Corporation to develop Chinese Hero Online Game in 2009, which achieved revenue of HKD 550 million in 2 years, and has been the highest record of in comic industry.

### **About Ucan.com**

Ucan.com “Apps City” is a virtual-reality social gaming platform where users can interact and share in this online city, in which, you may choose your own avatar, build your own house, open your online store and live your dream life without boundary. With the full support from our founding shareholder Jay Chou and the abundant Hong Kong comic resources from Culturecom, Ucan.com is set to attract millions of music and comic fans to co-develop a virtual world with infinite possibilities.

Culturecom website: [culturecom.com.hk](http://culturecom.com.hk)

Ucan.com Group website: [www.ucan.com](http://www.ucan.com)

### **Ucan 「雲城市」文化樂園 海內外基金經理人及 文創工作者吸睛**

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#### **Ucan 「雲城市」文化樂園 海內外基金經理人及文創工作者吸睛**

由主要投資者—香港文化傳信集團及「亞洲音樂(創意)天王」周杰倫參與投資的Ucan .com集團，於昨(21)日在ATT4FUN舉辦首屆《文化樂園》產業嘉年華，開幕式中，總統府特別頒發賀電祝賀，「亞洲天王」周杰倫也以VCR發表其對Ucan「雲城市」及潮流文化(遊戲)的見解。今(22)日下午3D動漫展示館及互動體驗區，將持續展出最新奇的科技，許多民眾前往參觀，體驗科技新互動。







文化樂園產業嘉年華除邀請到前立法委員/現為中華電信(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、中華民國商業總會理事長張平沼等重量級嘉賓出席之外，更邀請到近50位海外數位文創產業業界、及海外投資基金(30家)來台與近200位相關產官學界交流。希望令台灣成為全球潮流文化(遊戲)產業工業化的領航者。

晚間舉辦的Socialoke「遊戲式」民歌演唱會，由Ucan集團邀請民歌手潘越雲、許景淳、曾淑勤、葉佳修、邵肇政、李明德、范廣慧等人，於現場及現場的大銀幕上呈現「虛擬+實體」演出。五百張入場票索取一空，座無虛席，現場利用AR擴增實境技術，展現歌手與民眾互動的場景，而這樣的「雲城市」互動技術出現，堪稱是全球第一場真實與虛擬互動的民歌演唱會。

Ucan集團執行董事陳自創表示為期兩天的文化樂園產業嘉年華，安排3D「雲城市」及AR「擴增實境」技術交流，此包括3D文化(遊戲)樂園、網上漫畫館、及3D動漫體驗館等，讓與會觀眾體驗「雲城市」的互動格局、技術及應用，從真實到虛擬再回到現實。

Ucan即將於2013年元月全面上線，除舉辦2013年首場全球Socialoke AR「遊戲式」演唱會之外，也將舉辦2013年首屆Socialoke AR「遊戲式」全球中文歌唱大賽，分中港台三賽區進行，總決賽賽區選在台灣，總冠軍將受贈名貴跑車一部(價值千萬台幣以上)，並受邀參加周杰倫2013年全球巡迴演唱會同台演出。

Ucan是文化傳信集團(文傳)轉投資的公司，董事局主席是來自台灣、享有「中文電腦之父」盛譽的朱邦復，文傳擁有超過40年的漫畫業務歷史，為亞洲最大的漫畫內容供應商，業務發展以出版港式(原創)漫畫及代理日本漫畫為主，多年來累積的資產(版權)超過兩百本漫畫故事、一萬個漫畫人物、及四十萬張原稿畫，其漫畫作品行銷全球14個國家，並被翻譯成十種不同的語言。文傳在大中華地區及東南亞等華人地區已累積數以億計的讀者族群，擁有相當大及久遠的市場知名度。

◎ 時間：101年11月22日(星期四)下午12:00~18:00

◎ 地點：台北市松壽路12號7F(ATT 4 FUN)

- 文化傳信集團網址: [www.culturecom.com.hk](http://www.culturecom.com.hk)
- Ucan.com 集團網址: [www.ucan.com](http://www.ucan.com)