雲城市玩實境遊戲　力拚韓流

Ucan明年元月上線　港台攜手進軍華人經濟圈　周杰倫也是股東

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為結合台灣文化創意業界的成就與努力，香港文化傳信集團創設的「Ucan.com」集團21日邀集台、港兩地文創業者舉辦首屆《文化樂園》產業嘉年華交流會，推出「雲城市」此一「擴增實境」（Augmented Reality, AR）平台，結合雲端、網路科技還有港台流行文化既有成就，讓現實與虛擬兩世界互補，期盼進軍華人經濟圈，造就全球規模文創市場。

號稱「亞洲音樂（創意）天王」的周杰倫是Ucan.com的重要股東之一，《文化樂園》產業嘉年華交流會上，周杰倫也以影片受訪，發表他對Ucan「雲城市」對創造潮流文化的期待。Ucan即將在明年元月全面上線，屆時將舉辦AR「遊戲式」全球中文歌唱大賽，對歌喉有自信的Ucan會員可上線參加，比賽分中、港、台3賽區，總決賽則在台灣進行，總冠軍除獲得價值千萬以上台幣名貴跑車一部，另受邀參加周杰倫2013全球巡迴演唱會同台演出。

台港以往光輝不再

Ucan.com集團執行董事陳自創指出，雲城市的主旨在推動遊戲工業全球化；以往的產業革命是勞動力、社會力的轉型，而下一次產業革命是在推動喜樂、增加大家的樂趣，也就是潮流文化產業。

台灣、香港（含澳門）是華人率先進入工業化經濟的現代社會，電影、電視、漫畫、流行音樂等項目曾引領風騷，但以往全球影音娛樂文化遭西方強勢宰制，台港仍屬邊陲。日本是亞洲最早的工業化國家，流行文化底蘊十足。近年來韓國文化挾優秀影視音產品席捲東亞，今年一首《江南Style》單曲塔橫征服全球。台港既惋惜以往光輝不再，更盼未來再放光芒。

搶攻韓線上遊戲市場

陳自創強調，雲城市便是潮流文化平台；華人以往有鄧麗君，目前有周杰倫，未來如何能再現類似人才？文傳集團出版並代理漫畫40多年，積累大量版權，目前已將傳統漫畫提升到數位、3D格局，推出Ucan.com雲城市後，文傳的漫畫及珍藏原畫稿也是其中重要元素。

線上遊戲是數位化時代極重要產業，更是新文化現象。台灣音策會統計，2011年全球線上遊戲人口超過3億，市場規模達632億美元。文傳2009年曾授權台業者開發《中華英雄》動漫線上遊戲，兩年內營收達5.5億港幣，創近來業界最高收益紀錄，端出Ucan.com平台後，相關遊戲也是重要內容。陳自創不諱言南韓目前在理線上遊戲極為強勢，但強調大陸蛻變為全球工廠、市場之後，兩岸四地13億人口有實力扭轉此一趨勢。

▲Ucan邀請民眾于港邊看演唱，同步上傳到雲城市平台，登入會員便可踏上與海岸搭互動。（Ucan.com集團提供）

Ucan Cloud City uses augmented reality technology to compete with Korean pop culture

(25 November 2012 - Taiwan) Ucan.com, co-developed by Hong Kong listed company - Culturecom Holdings Limited and the Asian music pop star, Mr. Jay Chou, announced the launch of the first Cultural Park Carnival in Taipei. The Company launched the Ucan Cloud City, which is the largest social AR technology gaming platform. In the launching ceremony, Mr. Jay Chou expressed his views about Ucan Cloud City and pop cultural gaming industry through a video. Ucan is expected to be fully launched in 2013. Ucan will also launch the first Socialoke AR Chinese Signing Contest which will be held in PRC, Hong Kong and Taiwan with Taiwan as the final contest region. The winner will have the opportunity to perform alongside Jay Chou in the 2013 World Tour.

Dr. Steve T. Chen, Managing Director of Ucan.com said that Culturecom is one of the largest comic publishers and animation developers in Asia with over 40 years of experience. 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. Although nowadays, Korea is one of the major countries to authorize online games, we believe that the cooperation with China, Taiwan and Hong Kong can compete with Korea and change the situation.

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.

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