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## **When “Kook of Chinese Computer” meets with “Asia Music Pop Star”...**

Mr. Chu Bang Foo invested Changjie Chinese input method 36 years ago and had invented the Chinese version of Window 3.0 with the Institute of Information Industry. Recently, Mr. Chu works with Mr. Jay Chou to develop the Ucan Cloud City in order to enhance the globalization of cultural creative industry.

### *Infinite possibilities of Cloud City*

Ucan.com, jointly developed by Hong Kong-listed company Culturecom Holdings Limited (“Culturecom” or “the Group”) and Mr. Jay Chou, the Asian music pop star, announced the launch of the first Cultural Park Carnival in Taipei in late November. Besides, over 50 guests from the digital cultural media sector and representatives from over 30 overseas investment firms arrived in Taiwan to engage in exchanges with 200 related local parties.

Being the Chairman of Culturecom, Mr. Chu co-operates with the major investor of Ucan.com, Jay Chou and makes use of Augmented Reality technology platform to build up Hong Kong Cloud City which combines cloud computing, network technology and pop culture together. Later on, Ucan may also build up cloud cities in different cities such as Taipei, Shanghai, Beijing, etc. The product is a new economic model for gaming industry in which the virtual world and reality amalgamate, creating a globalized and standardized cultural market.

Dr. Steve T. Chen, Executive Director of Ucan.com Group said that the Group is planning to build up an Ucan Cloud City augmented reality experience laboratory in Taiwan.

In the Hong Kong style Cloud City, all streets, buildings, and characters are of 3D style. Users can have different social acts such as clapping hands, chit chatting, or hugging each other.



Ucan also launched the first Socialoke folk song concert on the first day of the carnival. Several popular Taiwanese folk song singers were invited to perform in the concert and experienced the AR technology with the audience and online users.

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