

## **Creative Digital Lifestyle**

As technology vendors proliferate the world with new digital products and services, an age of “creative lifestyle” that spans across digital entertainment, digital media and other digital applications has arrived. The digital entertainment industry has been evolved into creative lifestyle industry. Creative Lifestyle, as a class of economy activities is still a new concept of its infancy. Traditionally, we are more familiar with the businesses of digital entertainment products and services. They are generally confined to the generation and consumption of separate and specific products and services, e.g. AV gadgets and appliances, computer and network equipments, mobile devices and Internet services. With the rapid growth of ICT technology in last two to three decades, we are seeing new business concepts and models that are built on digital media platforms, e.g. IPTV and the Web 2.0 service platforms. These business platforms are run for different business and consumer groups having common needs on a global scale. Creative

Lifestyle should encompass even more new business opportunities that would demonstrate exponential growth in multi-cultural, multi-dimensional and interconnected ways related to every facets of people’s life, in Hong Kong locally, in the vast markets of the China and the rest of the world.

There are already many good examples of creative lifestyle industry, including the following seven areas:

- Mobility – Ubiquitous and always-connected broadband wireless applications (mobile TV, BWA/WiMax etc...)
- Digital Convergence – Interactive cross media platform (DTTV/IPTV, Sony PS3 Home, Xbox Live etc...)
- Lifestyle informatics – Location and environment based applications (Google earth/map, digital Home etc...)
- Lifelong Learning – Integrated web-based education (MIT OpenCourseware, Wikipedia etc.)
- Serious Gaming – Serious Virtual Worlds are simulation-based environments can be used for practical, rather than social, applications ranging from education, training and business collaboration to military planning and disaster management (Virtual Heroes, PIXELearning, Microsoft Robotics Studios etc.)
- Creative micro-publishing – Personalized content distribution (YouTube, MySpace, Facebook etc...)
- Inclusive Applications – Helping the digitally divided community (Playmotion, Creative Commons, OLPC etc...)