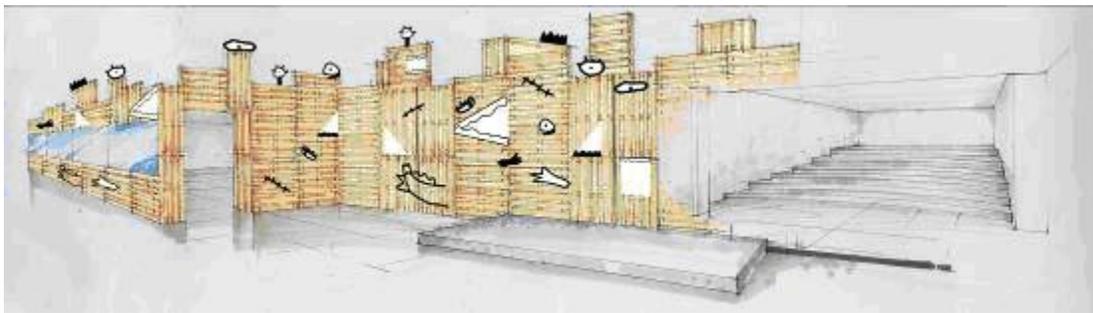


**"Say GOOOD bye to your e-waste"
Turn e-waste into wonders
Make the Earth a better place**

(Hong Kong – July 15, 2010) Technology comes and goes. Whenever a new star gadget rises in the digital world, an old servant ends up being replaced and becomes electronic waste (e-waste) that causes harm the environment and also our health. In order to raise awareness of the proper disposal of e-waste in our society, Cyberport proudly presents the "Say GOOOD bye to your e-waste" event from July 15 to 31. Don't miss out on the many fun ways to help to make the Earth a better place!



Hong Kong's first-ever interactive event about e-waste will transform Ocean View Court at The Arcade, Cyberport into the "E-waste Reborn Pavilion". Local artist Wong Tin Yan has creatively put together used wooden pallets to make the venue green and artistic. All the used pallets will be sent for reuse and recycling after the exhibition. The Pavilion will comprise various sections including "Animation Story on Wide Screen", "E-comic", "E-waste Art Transform" and various touch-screen games.

1. Animation Story on Wide Screen – Din-Dong and Die-Hung

A specially tailored animation cartoon featuring "Din-Dong" and "Die Hung" by renowned local animation company Postgal Workshop will be played on a 10-metre screen wall, to educate and engage visitors in a humorous manner on how e-waste should be properly taken care of.

2. E-Comic – EP Man VS E-waste Lord

Multimedia artist, Hegu, joined hands with illustrator, Michael Fong, to specially create a comic story - "EP Man vs E-waste Lord" - for this event. Visitors can view the environmentally themed comic through an onsite touch screen TV, or download it to smart-phones. "EP Man" is going to be embraced by fans on Facebook as well.

3. E-waste Art Transform – Making Waste into Wonders

In this gallery, local artist Wong Wing Tong and students of the Hong Kong Arts Centre and Hong Kong Visual Arts Centre are going to impress visitors with the wonders of recycled materials. Have the cameras ready for some inspiring 1-square-metre artwork, all made entirely of e-waste!

4. Learning by Touching – Touch-screen games & "Save Planet Earth" 3D Animations

The exciting computer games on the multi-touch computer Microsoft Surface and iPads onsite are not to be missed. Have some fun while learning about the proper handling of e-waste.

The Game Zone will also showcase the winning 3D animations with the theme on "Save Planet Earth" in Hong Kong Youth 3D Animation Competition co-organized by Cyberport, the Innovation and Technology Commission and HKNGCA Science Innovation Centre last year.

"Eco-Fair" & "Free Ride on Eco-car"

What's more, this meaningful Cyberport visit would complete nicely with shopping for some innovative green products at the Eco-Fair.

Those who crave for a drive are going to enjoy a zero-emission, eco-driving experience with Mitsubishi's latest Electric Vehicle i-MiEV along the breathtaking landscape at Cyberport.

Also showcased at the same time will be the first-ever battery-powered light commercial vehicle in Hong Kong - Smith Edison's Panel Van. Weighing only 3.5 tons and running 80km per hour, this eco-van will possibly become the trend in the commercial transportation world.

Little Eco Academy

Little Eco Academy will run on July 24 & 31 featuring special guests including models Irene Wang, Sergio, and Leanne Ho. Roll up the sleeves and craft artwork from unwanted materials with a creative twist!

"Say Gooood bye to your e-waste"

Date: July 15 to 31, 2010

Venue: Ocean View Court, The Arcade, Cyberport

Enrolment & Enquiries: 3166 3111

Details: <http://arcade.cyberport.hk>

Facebook: <http://www.facebook.com/arcade.cyberport>

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About The Arcade, Cyberport

The Arcade, situated in the core zone of Cyberport, is a 27,000 m² retail and entertainment complex with an international mix of a supermarket, restaurants featuring fine cuisines, a variety of retail shops and fashion outlets carrying designer brands, and a state-of-the-art cinema. It is a one-of-a-kind, high-end shopping arcade in the Southern District of Hong Kong.

The Arcade's innovative design and unique architecture integrate nature and technology with retail, entertainment and education/exhibition activities. It offers unparalleled experience for visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which visitors can access information at any time and stay connected.

About Cyberport

Cyberport is a US\$2 billion (HK\$15.8 billion) landmark project managed by Hong Kong Cyberport Management Company Limited, and wholly owned by the Hong Kong SAR Government. Focusing on enterprise and professional development, Cyberport helps commercialise creative ideas and incubate start-ups. We have an energetic cluster of creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and we are Hong Kong's unique Creative Digital Community. Interconnected by a state-of-the-art broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, a retail entertainment complex and about 2,800 deluxe residences.

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