

## **Cyberport Opens Asia's First Outdoor Digital Playground fostering healthy and creative digital lifestyle**

30 July, 2009 (Hong Kong) – Cyberport sets new trend again in Hong Kong by launching the Cyberport DigiPlayground, Asia's first unique outdoor digital playground today (July 30).

By combining the digital technologies with traditional play elements, Cyberport DigiPlayground provides an ideal place that can motivate users to play, create and explore at the same time. It also helps to enhance the motor, cognitive and social skills of players, bringing a revolutionary game playing concept to the Hong Kong public.

Originated in Finland, digital playgrounds have been enjoying great popularity in over 16 countries worldwide. As Hong Kong's unique Creative Digital Community dedicated to promoting a healthy digital lifestyle, Cyberport is introducing this innovative playground to Hong Kong and in Asia for the very first time.

Located in the beautiful waterfront park, Cyberport DigiPlayground has three innovative playground facilities – SmartUs Basic, Spin Wheel and Football Cages. It is an ideal get-together place for families and friends by the seaside and also a safe, healthy open space to visit. The playground opens daily from 7am to 11pm to the public free of charge.

Today's opening ceremony of Cyberport DigiPlayground was officiated by the Permanent Secretary for Commerce and Economic Development (Communications and Technology), Mr Duncan Pescod, the Consul-General of Finland, Mr Timo Rajakangas, and the Chief Executive Officer of Hong Kong Cyberport Management Company Limited, Mr Nicholas Yang.

Speaking at the ceremony, Mr Pescod said, "The Cyberport DigiPlayground brings us the concept of playful learning - a traditional playground enriched by technological tools like digital games. Its outdoor setting eliminates boundaries between virtual, physical, and social spaces. Such a hybrid of game, learning and physical activity provides an alternative to the ordinary indoor electronic games.

"I believe this excellent outdoor digital playground will help the local community appreciate how technology can enhance the quality of life, and foster a creative atmosphere within the community," Mr Pescod said.

"Cyberport DigiPlayground demonstrates how digital technology can be creatively utilised to enhance people's mental and physical well being, and thus quality of life. This is in line with Cyberport's mission of facilitating a creative digital lifestyle for the general public," said Mr Nicholas Yang.

SmartUs Basic consists of iStation, iGrid and iPost. As a central computer unit, iStation offers a wide range of sports games, tournaments and a variety of learning experiences that challenge motor skills, the control of different muscles, hand eye co-ordination and communication, memory, strategy and even one's mathematical abilities.

SmartUs Basic can be played by an individual or in teams. Players need to use the iCard, a Radio Frequency Identification (RFID) and activation device, which can be obtained from the Customer Service Counter on the first floor of The Arcade, Cyberport. With the iCard, players' scores are automatically recorded and shown on a designated website, enabling easy access to their records and to view the updated rankings. Creative players can even design their own games.

Cyberport DigiPlayground also has a Spin Wheel to challenge players' balance and two Football Cages for the younger children to play panna. Panna is a football-like game originated in South America. Team-players score when the ball is kicked between an opponent's legs into the goal. As the game is played in a small round football cage, it is exciting and challenging to test the players' physical control and coordination skills.

To complement the opening of the new digital playground, Cyberport separately hosts the Play Kingdom @ Cyberport – a Traditional-game Gala from July 30 to August 9. Visitors will experience the contrast between games of the past and the present. There are booths featuring fourteen different traditional gala games, such as hopscotch and marble games etc. It is a great opportunity for both the young and old generations of Hong Kong to enjoy and have fun together.

###

#### **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 to commercialise creative ideas and incubates start-ups. There is an energetic cluster of creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and Cyberport is 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 hotel, a retail entertainment complex and about 2,800 deluxe residences.

#### **About The Arcade, Cyberport:**

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

The Arcade's innovative design and unique architecture integrate nature, technology, retail, entertainment, and education/exhibition activities together, it offers unparalleled experience for the 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 the visitors can access information at any time and stay connected.

If you would like an interview or to obtain more information, please contact:

Ms Cozy Chan

Ms Jacqueline Tong

Hong Kong Cyberport Management  
Company Limited

A-World Consulting Limited

Tel: 3166 3820 / 9655 3924

Tel: 2114 4905 / 6694 6621

[cozychan@cyberport.hk](mailto:cozychan@cyberport.hk)

[jacqueline.tong@a-world.com.hk](mailto:jacqueline.tong@a-world.com.hk)