

Press Release

For Immediate Release

Hong Kong Youth 3D Animation Competition projects win international awards, Yung Yau College students win the championship in the global arena

Cyberport's 3D Cloud Platform launches to streamline production for this year's competition, aiding schools with limited resources and promoting wider use of cloud computing technology

Hong Kong – 15 July 2013 – Three of the winning entries from the Hong Kong Youth 3D Animation Competition 2012 scooped First, Second and Third Prize in the 3D Animation International Category of IT Challenge 2013, organized by Monash University in Melbourne, Australia.

“Now in its sixth year, the Hong Kong Youth 3D Animation Competition, run by Hong Kong Cyberport Management Company Limited (Cyberport) and the Hong Kong New Generation Cultural Association (HKNGCA) Science Innovation Centre, provides an outstanding opportunity for the new generation at primary and secondary level to learn what it takes to create an animated film, from technology to creativity to teamwork,” said Dr. Jimmy Wong, Centre Director of HKNGCA Science Innovation Centre. “The local winning teams' further success in Australia signifies the participants' capability and hard work in 3D Animation production.”

The local-winning entries of Hong Kong Youth 3D Animation Competition 2012, titled “Memory” with a Three-Minute Animation Gold Prize, “Build up” with a Three-Minute Animation Merit Prize and “Concrete Jungle” with a One-Minute Animation Gold Prize, were produced by three groups of talented students (each with four members) from STFA Yung Yau College, and nominated for the international competition “IT Challenge 2013”.

The winning students travelled to Melbourne from 6–12 July 2013 to attend the prize-giving ceremony and to share their achievement with talented students from Australia and around the world. “We thank the organizers for nominating us to participate in the international competition and Create Hong Kong for sponsoring us to attend the ceremony and sharing sessions in Australia. It was really a fascinating experience,” said Lee Chak Hin, one of the winning students from STFA Yung Yau College. “It was great fun to work as a team to create our own animated film and solve the challenges we met. We love making 3D animations. It showed us all what is possible when creative thinking is combined with advanced technology.”

“It is very encouraging to see the remarkable results from these young contestants at the competition. Last year, Cyberport launched the new 3D Cloud platform, which significantly shortened the rendering time in 3D animation production for students and schools. The technology did not only enhance efficiency and quality, but also boosted effective collaboration between participants. With the support of this cutting-edge 3D Cloud rendering, we hope participants will be able to focus more on the creative aspects of the competition and make more efficient use of the time available to realise their creativity and potential.” said Ms. Winnie Wong, Head of Marketing for Cyberport. “To further propel 3D animation production, Cyberport will continue to provide free use of 3D Cloud rendering service for Hong Kong Youth 3D Animation Competition 2013.” concluded Winnie Wong.

“I was delighted to see the extensive and increasing support that the organizers give to participants,” said Mr. Owen Chan, Director of the 3D Animation Department at STFA Yung Yau College. “Being nominated for IT Challenge 2013 at Monash University, and winning First Prize in the 3D Animation International Category for six consecutive years despite fierce competition from over 200 overseas entries every year, is a wonderful recognition of our students’ hard work. But the real value is how the Competition demonstrates to them and the other participants the potential each of them has to learn new skills and develop their talents. We are also thrilled with this year’s results, taking First, Second and Third Prizes at such an international competition, this stunning result is a proof all the quality and hard work delivered by our students”

Themed “**My Hero**”, Hong Kong Youth 3D Animation Competition 2013 is jointly organized by Cyberport and the HKNGCA Science Innovation Centre, and co-organized by the Department of Multimedia and Internet Technology (MIT) of the Hong Kong Institute of Vocational Education (Lee Wai Lee). The competition is sponsored by CreateHK, and supported by Innovation and Technology Commission of the HKSAR, Summit Technology (Hong Kong) Ltd., Synnex Technology International (HK) Ltd. and The Hong Kong Polytechnic University. Autodesk is the official software provider. The contest provides an opportunity for the new generation across the territory to develop their potential in animation production, creativity and adoption of technology. Two newly categories, *Secondary Division I (3D Still Image)* and *Secondary Division IV (Stereoscopic 3D Animation)*, are added to give young people more practical experience

The entry submission deadline of the Competition is 25 October 2013 (5:00pm). For enquiries, please call 2792 3639.

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About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For details, please visit www.cyberport.hk

About HKNGCA Science Innovation Centre

The Hong Kong New Generation Cultural Association (HKNGCA) established in 1974, is a non-profitable charity organisation. Our main objective is to cultivate young people to become caring, responsible and innovative citizens with world-wide perspectives through upholding our principle

of “Vision, Innovation, Erudition and Responsibility”. In 2006, the Hong Kong SAR Government supported HKNGCA in setting up the Science Innovation Centre in Sai Kung. This is the first centre of its kind in the city for students and teachers, which aims at promoting science and creative education. Large scale joint-school competitions, talks, workshops, training camps, exhibitions and training programs are organised for students, teachers and parents in the hope to provide a systematic and all-rounded support in the education field.

For details, please visit <http://sic.newgen.org.hk>

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HKNGCA Science Innovation Centre

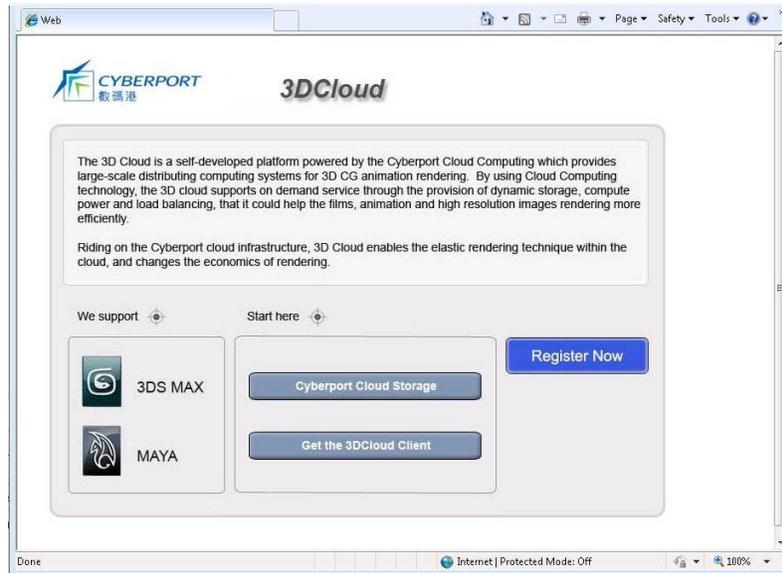
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Hong Kong Youth 3D Animation Competition 2012 winning team with their winning entry “Memory” from STFA Yung Yau College scooped First Prize in the “3D Animation International Category of IT Challenge 2013”, organized by Monash University in Melbourne, Australia.



Cyberport provides free service of the cutting-edge cloud-based 3D rendering technology for all contestants, enabling effective collaboration with efficiency and high quality in rendering.