

Press Release
For Immediate Release

**Hong Kong's First Mobility Experience Centre
presented by
Cyberport and Wireless Technology Industry Association
to showcase the latest mobile technologies**

Hong Kong, 21 April 2013 – Hong Kong Cyberport Management Company Limited (Cyberport) and Hong Kong Wireless Technology Industry Association (WTIA) today unveiled their new Mobility Experience Centre (MEC), located at Cyberport campus to serve as the region's first non-profit making permanent exhibition hall for mobile technologies, in particular those developed in Hong Kong.

Officiated at the Mobility Experience Centre Opening Ceremony today, Financial Secretary of the Hong Kong Special Administrative Region, Mr John Tsang said, "MEC showcases the most cutting edge of mobile technology which demonstrates Hong Kong as a mobility hub. It also enables the industry to create business opportunities and fostering the growth of the economy."

"Cyberport is delighted to join hands with the WTIA in developing the MEC, which can provide general public a unique experience and exceptional learning environment when they visit Cyberport. It will also serve as a beacon of inspiration for mobile technology innovators everywhere," said Mr Herman Lam, CEO of Cyberport, adding that he was especially excited about the facility's potential to become a place for budding mobile communications entrepreneurs to showcase their works and exchange ideas.

WTIA's Chairman Mr Cheung To echoed Lam's sentiments, noting that "The launch of the MEC in partnership with Cyberport has helped us realise our goal of promoting the development, usage and awareness of wireless and mobile technology applications in Hong Kong through working with many ICT organisations. Through showcasing local developers' most innovative products, we aim to facilitate business matching for them."

Mobility Experience Centre

The MEC is a unique spot in Hong Kong, offering opportunities for the public to experience the use of ground-breaking technologies and for local developers to showcase their award-winning apps, facilitating the growth of the ICT industry. The MEC is made up of five distinct experience zones, each with a specific area of focus from different spectrums in our lives, including:

E-Learning Zone: This area is an ideal venue for school classes, seminars, product launches and other mini events, with a capacity to host up to 35 people and is equipped with a 70-inch giant display convenient for teaching and communication.

"Made in Hong Kong" Zone: With six touch-screen displays, the zone is dedicated to showcasing the videos of the outstanding and award-winning apps developed by local IT companies. Visitors can learn about the city's mobile technology achievements and development, and the backgrounds of some of its major developers. A 70-inch smart

transparent LCD integrated with indoor positioning system is also located within the zone to offer brand new online/offline experience to visitors.

Audio Zone: This zone boasts three tablets connected with wireless speakers. Visitors will be able to enjoy amazing music from a designated vast database, and can download a 14-day trial version of the app. A 55-inch LCD TV simultaneously shows a video for the song being played.

Lifestyle Zone: This zone features a cylinder encircled by nine tablets running iOS, Android and Windows systems. It is an interactive platform for local mobile developers to exhibit their award-winning or most popular apps to the public.

Visual and Game Zone: This site is filled with several tablets, a giant iPhone, and a 55-inch TV connected with an XBOX, all loaded with popular mobile games, to allow the public to have fun experience brought by wireless technologies.

Beyond the five themed zones, MEC also supports a centre-wide navigation which is powered and supported by a guide-application developed by Hong Kong local developer. Visitors can simply install the mobile app "MEC" and they will be able to obtain contents on various zones during the centre tour. They can also take away the digital contents with their handsets in real time without any hassles after the visit.

Two-day Public Event

Celebrating the opening of MEC, a two-day carnival-like exhibition on 20 & 21 April 2013 with the theme of "Old Hong Kong" concluded with great industry support, which the public had got a chance to experience the traditions and collective memories of Hong Kong via innovative wireless and mobile technologies.

As part of the exhibition at the event, "**Pure Land: Inside the Mogao Grottoes at Dunhuang**" brought the public a chance to virtually enjoy the precious 1:1 Dunhuang cave arts via the innovative Augmented Reality and wireless technologies.

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About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is 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 more information, please visit www.cyberport.hk

About WTIA

Hong Kong Wireless Technology Industry Association (WTIA), established in 2001, is a non-profit trade association registered in Hong Kong to provide a platform for wireless-related business to work together for facilitation of industry development and growth. WTIA has over 150 company members locally and overseas, including mobile network operators, mobile device manufacturers, hardware / software vendors, system integrators, wireless application developers, mobile content providers, etc. WTIA frequently cooperates with the Government, industry associations and corporations to implement many projects and organize a lot of important events.

For more information (press only):

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