

【For immediate release】

Explosion of gaming boom through pop music culture

Interactive media enters a new era with infinite business opportunities

Ucan concert transfers human pop stars into superstars in a virtual gaming reality

(January 29, 2013 — China) Ucan.com, jointly developed by one of the largest comic publishers and animation developers in Asia - Culturecom Holdings Limited (“Culturecom” or “the Group”, HKEx stock code: 343.HK) and Mr. Jay Chou, the world-class superstar, today announces the launch of the first Ucan worldwide interactive online game concert in cooperation with the Voice of China. The elite contestants from the Voice of China not only bring wonderful music to the audience, but also undergo a historical transformation from human pop stars into superstars in a virtual gaming reality, achieving global media interaction and amalgamation between the virtual world and reality.

It is common knowledge that gaming culture has become a big part of pop culture, while the gaming industry has become a mainstream and cornerstone industry in the Internet era. Substantially beneficial results are expected from transforming pop music culture into virtual concert game, combining the popular music and gaming cultures. The value of this interactive virtual concert game can be enhanced by expanding the audience reach through network globalization. It is expected that a boom in the gaming industry can be further expanded through pop music culture and interactive media, bringing a new era with infinite business opportunities.

Culture combines material and spiritual wealth through the social historical development of human beings. With over 40 years of history in comic publication, Culturecom has captivated hundreds of millions of readers across the globe. The brand has been an important cultural ambassador in international cultural exchange with fruitful and popular comic resources, providing unlimited content for multimedia games. Culturecom has also authorized Chinese Gamer Corporation to develop Chinese Hero Online Game in 2009, which generated TWD 2.2 billion in revenue and set a revenue record in the digital gaming industry. With the cooperation of world-class pop star Mr. Jay Chou and popular elite contestants from the Voice of China, it is believed that a new tide of music will further captivate billions of music fans and game lovers.

In light of the popularity of Internet applications and the vast potential of the world’s music culture and gaming industry, Ucan.com is the first one to combine game and singing in an interactive online format. Ucan invited International renowned singers to hold a game concert. Ucan applied an Augmented Reality (AR) to consolidate the concert into a virtual stage, where fans of Ucan can choose different scenes when watching their idols’ performances and also play interactive games with their idols.

Ucan is a 3D social gaming platform, where users can make new friends, play games and interact with their idols through a variety of means including QQ, Weibo and Skype. This online social platform has entered a new era which amalgamates the virtual world and reality.

Furthermore, Ucan teamed up with Chinese Gamer (Taiwan stock code: 3083), Taiwan's leading game development Company, targeting to launch the mobile version of "Chinese Hero Puzzle" in June this year. It will be exclusively released in Ucan's mobile platform, using "Chinese Hero", a classic masterpiece comic, as the theme of a puzzle game with social gaming elements. Incorporated with AAA super game standard, it is expected that the game will receive an overwhelming response from the gaming sector.

Ucan.com is an open cloud city, where Ucan members can enjoy distinguished services and privileges. Ucan incorporates resources from all over the world to create an exciting new culture.



Picture 1. Ucan.com is the first one to combine a virtual game and a music concert using the Augmented Reality (AR), bringing the real singer Momo Wu (middle), an elite contestant from the Voice of China into the virtual gaming world.



Picture 2. The wonderful performance by Li Dai-mo (1st from the right), Momo Wu (2nd from the right) and Jin Zhi-wen in transformed into a Ucan game concert begins a new trend in the gaming industry.

Reference: Augmented Reality (AR)

AR technology is utilizes virtual reality equipment to reflect the images of the real world. 3D technology is used to consolidate virtual and real objects together in the third dimension to strengthen the feeling and interaction between users and reality, instead of confining them to a virtual space detached from the real world. With AR, the user is exposed to a world that integrates with the computer interface.

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