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### **“3D Jay Chou” kicks off a new era of online games**

As Culturecom’s (343) Ucan.com Global Cultural Ambassador, Taiwanese Superstar Jay Chou has arrived Hong Kong to participate the first time in Ucan Cloud City’s press conference and met with investors from the finance industry. A “3D Jay Chou” was showcased during the event to demonstrate the advance technology and special 3D effects that Ucan brings forwards.

Ucan.com will be officially launched in 2012, with Jay Chou’s exclusive products available for sale on the online store. Players can not only transform to be Jay Chou and engage in online games but also purchase and bid for items as if on Ebay, or even download paid movies from the online store.

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