



Member of VTC Group
VTC 機構成員

For Immediate Release
February 2, 2010

IPR PROTECTION TRAILER “THE EGG” LAUNCHED ON 6 HONG KONG TV NETWORKS

***IFACT-GC, HKDI and Hong Kong Government Combine to Bring Student-created
Message to the Fight Against IPR Theft***

Hong Kong – “The Egg”, a trailer showing the “egg” of creativity surviving attacks from piracy and illegal downloading, today began broadcasting on six Hong Kong TV networks – TVB, ATV, Cable TV, TVB Pay Vision, now Broadband TV and Hong Kong Broadband. The trailer was developed from the winning entry in a student competition jointly organized by the International Federation Against Copyright Theft - Greater China (IFACT-GC), the Hong Kong Institute of Vocational Education and the Hong Kong Design Institute (HKDI) with support from the Hong Kong Customs & Excise Department (HKC&ED) and the Intellectual Property Department (IPD) and will be broadcast for the next two months (February 1 to March 31). “The Egg” can be viewed at http://www.isd.gov.hk/eng/tvapi/10_ip37.html.

“The Egg” was produced by HKDI students and staff from a storyboard created by HKDI students Choi Sio-kong and Li Yau-choi and was judged the best of 49 entries in a storyboard competition themed “Respect Intellectual Property Rights, Refuse Piracy”. Entries were judged on their ability to enhance an understanding of piracy and the damage it causes to society among young people by a panel of judges including Assistant Commissioner (Intelligence and Investigation) of HKC&ED Mr. Tam Yiu-keung, Deputy Director of IPD Mr. Peter Cheung, well-known Hong Kong movie directors Mr. Joe Ma and Mr. Dante Lam, as well as Mr. Sam Ho Executive Director and General Manager of IFACT-GC.

Mrs. Lo Lee Oi-lin, Deputy Executive Director (Projects) of VTC said: “What is so special about this piece of work completed by students of the Department of Printing and Digital Media, HKDI, is that it is the team efforts of students from different specialisms, namely film, design, animation, music, and digital media, who made use of the advanced equipment of the department and worked in collaboration to achieve the highest standard possible and give full play to their creativity. Their final work testifies to the synergy resulted from the joint endeavours of different courses, which is exactly our goal of establishing HKDI.”

“This has been a great collaborative effort starting from the students’ concept, to a sustained effort by HKDI staff and students to produce “The Egg” and the support of the

Hong Kong Customs & Excise Department and the Intellectual Property Department,” said Sam Ho. “Special thanks must go to the IPD for securing the valuable air time that will carry this positive message about the importance of protecting creativity to tens of millions of people in Hong Kong and the Pearl River Delta.

###

About the MPA: *The Motion Picture Association (MPA) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. As part of this, it investigates and reports on activities infringing its member companies’ intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. These activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The organization’s worldwide anti-piracy operations are directed from its headquarters in Los Angeles, California and overseen at the regional and local market levels by teams located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia Pacific). Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. For more information about the MPA, please visit www.mpa-i.org.*

About the IFACT-GC: *The International Federation Against Copyright Theft – Greater China was established in 2006 by the Motion Picture Association to protect the film industry in the Greater China region from the adverse impact of copyright theft. IFACT-GC works closely with its supporters, government and enforcement authorities to protect the Greater China film and television industry, retailers and movie fans. For more information about the IFACT-GC, please visit www.ifact-gc.org.*

About the HKDI: *The Hong Kong Design Institute is a member of VTC Group. HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning. It brings together the strengths of design departments of the Hong Kong Institute of Vocational Education (IVE) to encourage synergy and interdisciplinary thinking in its broad range of design programmes. HKDI maintains a strong network with industry and provides its students with essential practical experience enriched with cultural sensitivities and sustainability. A brand new campus is being built in Tiu Keng Leng to provide a creative, dynamic and vibrant learning environment and is scheduled for completion in September 2010. For more information about the HKDI, please visit www.hkdi.edu.hk/web/index.jsp.*

###

For more information, contact:

Karri Ho
IFACT-GC
852-2785-0363

Vicky Chau
HKDI
852-2836-1869