HPC CHINA 2018 SUMMER SUMMIT

THE FUTURE OF ENTERTAINMENT

FILM
Storytelling | Production design

GAME
Concept | Game development

VR
LBE | B to B

Theme-park
Fusion | Intertexture design

INVITATION

Time Museum
No. 298 Gulou East Street, Dongcheng District, Beijing

2018/06/22
Dear Guest,

**Hollywood Production Center (HPC)** - the first global Media/Entertainment community in the heart of international entertainment - Hollywood, CA, USA - has been invited by the Chinese government to set up the first global Hollywood community in Beijing (cultural center of China) and an international-level media/entertainment ecosystem in China.

HPC has been in operation since 2001. In Hollywood, we have been the home of over 400 famous media/entertainment corporations and productions, including Walt Disney, Warner Bros, Universal Studios, Paramount Pictures, 20th Century Fox, Netflix, Hulu, etc. **HPC China** was formed to take on the task of integrating China's media/culture industry with top innovation, tech, and practices, and to help strengthen the "international culture" in Beijing.

Working together with the **Dongcheng district of Beijing**, HPC China introduces top global media/entertainment corporations, technologies, capital, talents, and management practices to China; supports and facilitates their effective collaborations with Chinese enterprises; while helping to internationalize the Chinese media/entertainment market. Facilitating the fusion of media, finance, tech, we provide professional services ranging from financing, consulting, facilities, etc.

The **“Future of Entertainment” Summit** is hosted by HPC China and the world-famous design university, Art Center College of Design, with the support of relevant authorities in Beijing and the People’s Government of Dongcheng District. We have invited government guests, leaders of the entertainment/tech/finance sectors, well-known domestic and foreign companies and investors, and media/entertainment/tech companies interested in cross-border collaborations, to attend and share industry insights, explore cooperation opportunities and engage in new contacts. The summit has three main professional components – HPC China Kick-Off, Sino-US Industrial Summit, and Cross-border Roadshow & EXPO.

**HPC China**

**YOUR HOSTS:**

![Hollywood Production Center](image1)

![ArtCenter](image2)

![阿森特](image3)

Time Museum, Beijing
GUIDED & SUPPORTED BY

- State Administration of Radio & Television (SARFT)
- Beijing Municipal People's Government
- Beijing Dong Cheng District People's Government
- Beijing Culture and Assets Bureau
- Beijing Culture Promotion Center
- Zhongguancun Dongcheng Science Park

GUESTS & ORGANIZATIONS

- FILM & TELEVISION
  Hunan TV
  VP Dian Song
  General Manager Yaqiong Yang
  EE Media
  Director of Marketing Ping Zhang
  Mango TV
  VP Qiu Zhou
  Mango Studios
  CEO Shengli Han
  Jetson
  Film Director Lu Chuan
  Luchuan Studios
  CEO Haichen Zhou
  Stanley Tong Studios
  VP Anning Li
  Weiyin Technology Co.
  VP TBD
  CCTV
  VP TBD
  SMG
  Chairman Ge Song
  Beijing Culture

- Entertainment
  WDI
  VP Joe Rohde
  Riot Games
  Co-founder Marc Merrill
  IQIYI
  CCO Xiaohui Wang
  Tencent IEG
  VP Ming Liu
  Alibaba Entertainment
  VP TBD
  JD Cloud
  CEO Yuanqing Shen
  JauntVR
  CEO James FONG
  MassVR
  CEO Chris Lai

- VCs
  IDG
  Partner Mei Nie
  Sinovision Ventures
  ED Xiaohu Gao
  Coocaa
  Director Xin Wang

- Financial Institutions & Consulting Firms
  Bank of Hangzhou, Creative Culture Finance Dept
  General Manager Lan Chen
  Bank of Beijing, Creative Culture Finance Branch
  President Xin Geng
  Deloitte China
  Partner Po Hou

- Real Estate
  Longfor Properties, Strategy
  General Manager Xiaopeng Yang
  Country Garden
  CSO Jeff Lin
  Swire Properties(China) Investment Company Limited
  Head of BD Calvin See
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<td>08:00-09:00</td>
<td>Registration</td>
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<tr>
<td>09:00-10:00</td>
<td>HPC China Kick-off Meeting</td>
<td>Rahim Amidi, Global Chairman of HPC Leader of SARFT Leader of Beijing Gov</td>
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<td>09:00-10:00</td>
<td>HPC China Launch &amp; HPC China 2018 Summer Summit Opening Remarks</td>
<td>Jia Xu, HPC China Managing Partner &amp; CEO</td>
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<td>09:00-10:00</td>
<td>Keynote speech – Global Ecosystem and China Landing: Development plan of HPC China</td>
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<td>09:00-10:00</td>
<td>HPC Strategic Cooperation Signing Ceremony</td>
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<td>HPC China Opening Ceremony</td>
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<td>10:00-10:45</td>
<td>「The Future of Entertainment」 Tech Forum</td>
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<td>10:00-10:45</td>
<td>Keynote Speech</td>
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<td>10:00-10:45</td>
<td>Create a virtual reality experience for theater levels</td>
<td>James Fong, CEO of Jaunt VR &amp; CEO of Former Oriental DreamWorks</td>
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<td>10:00-10:45</td>
<td>9 points on douban platform, the road of special effects revolution of American TV series</td>
<td>Michael Lebensfeld &amp; Matt Kearney, Managing Director &amp; COO of Ingenuity Studios</td>
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<td>10:00-10:45</td>
<td>How to make hot style science fiction movies - Starting with the concept design of spider-man 2</td>
<td>Peggy Chung &amp; Robert Simons, Co-Founder/Director/Producer of Gadget-Bot Productions</td>
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<td>10:45-11:45</td>
<td>Tech Show</td>
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<td>10:45-11:45</td>
<td>Everyone is a special effects engineer</td>
<td>Wallace Chen, GM of Prisma China</td>
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<td>10:45-11:45</td>
<td>Vision is existence</td>
<td>Laurence Pace, CEO of Darbee Vision</td>
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<td>10:45-11:45</td>
<td>The voice of the ultimate experience in the era of mobile Internet</td>
<td>Deming Zhang, CEO of SabineTek</td>
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<td>10:45-11:45</td>
<td>OASIS implementation in “Ready player one”</td>
<td>Lorien Newman, Co-founder of XMOD</td>
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<td>10:45-11:45</td>
<td>Making TV super realistic viewing experience</td>
<td>Eric Schwertzel, BD of EyeCandy Lab</td>
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<td>10:45-11:45</td>
<td>The film and television in AR</td>
<td>Rocky Yu, CEO of Piki.ai</td>
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<td>10:45-11:45</td>
<td>Make VR shooting easier</td>
<td>Jenny Gao, Co-founder of Lumiere VR</td>
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<td>10:45-11:45</td>
<td>The next age of the game mouse</td>
<td>Qeric Koten, COO of Quadraclicks</td>
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<td>10:45-11:45</td>
<td>Make-up game - perfect day</td>
<td>Wanjiang Wang, GM of Perfect 365</td>
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<td>10:45-11:45</td>
<td>Building China’s first holographic museum</td>
<td>Giovanni Palma, Founder &amp; CEO of MDH Hologram</td>
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<td>10:45-11:45</td>
<td>Connecting physical space with imaginary space</td>
<td>Pinping Wei, CEO of Archifiction</td>
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<td>13:30-13:35</td>
<td>VIP Lunch (11:45-13:30)</td>
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<td>13:30-13:35</td>
<td>Opening Remarks - Origin of Innovation</td>
<td>Supervisor of ARTCENTER CHINA</td>
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<td>13:35-14:40</td>
<td>Keynote Speech</td>
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<td>13:35-14:40</td>
<td>The Design and Future of Walt Disney</td>
<td>Tim Delaney, Former Director of Concept Design, The board of ARTCENTER</td>
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<td>13:35-14:40</td>
<td>Create a sense of identity</td>
<td>Ben Zhang, Chief Conceptual Designer of Blizzard Entertainment</td>
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<td>14:40-15:20</td>
<td>Panel Talk</td>
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<td>14:40-15:20</td>
<td>IP Creation and Entertainment life cycle</td>
<td>• Tim Delaney, Former Director of Concept Design, The board of ARTCENTER</td>
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<td>• Ruofan Li, Creative Director of Tencent Interactive Entertainment</td>
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<td>14:40-15:20</td>
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<td>• Lei Wang, President of Sky Limit Entertainment</td>
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<td>15:30-16:40</td>
<td>Reveal the special effects world behind the global science fiction blockbuster</td>
<td>Matthew Charles Santoro, Famous Hollywood Director &amp; Special effects Designer</td>
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<td>The advantage of IP portfolio universal diversification</td>
<td>Orrin Shively, Creative Executive of NBC Universal Studio</td>
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| 16:40-17:20 | Panel Discussion - The future of the film and television content creation, diversified development and resources platform, the interaction between capital | • Matthew Charles Santoro, Famous Hollywood Director & Special effects Designer  
• Orrin Shively, Creative Executive of NBC Universal Studio  
• James Feng, CEO of Jaunt VR, CEO of Former Oriental DreamWorks |
Matthew Santoro
Concept designer of Tim J. Delaney Design Inc.
Mr. Santoro is the designer of Tim J. Delaney Design Inc., a creative company of designers who design and build experiences throughout the world. Mr. Santoro spent his thirty-four year career at Walt Disney Imagineering, the division of the Walt Disney Company that is the creative force behind the Disney theme parks, resorts, dining experiences, and retail and attractions experiences throughout the world. With over $2.5 billion of completed projects that extend from California to Orlando, Paris, France to Hong Kong and Shanghai, Delaney has led his teams by taking them from the preliminary concept phases through construction to the opening days of the projects.

Ben Zhang
Lead Concept Artist / Blizzard Entertainment
Ben Zhang is a Lead concept artist at Blizzard Entertainment US, with more than 10+ years of experience in the game industry. He has been leading the team creating a game called Overwatch, a team-based multiplayer first-person shooter. Overwatch’s game design and art direction is so unique and fresh, since launch it has attracted more than 35 million players across the globe, also has won numerous game awards, including being named Game of the Year at The Game Awards 2016, D.I.C.E. Awards, and Game Developers Choice Awards, as well as several awards and nominations highlighting its art direction and as a leading multiplayer game. Ben is a concept artist veteran, his expertise covers many different areas, from character to environment, from UI to VFX, from illustration to production concepts, across fantasy to sci-fi. Some of his work also being featured in various books, such as Book Of Tyrael, The Art of Overwatch, 72 Transformations.

Orrin Shively
Creative Executive / NBC Universal
Orrin currently works as Creative Executive at NBC Universal live entertainment, he lead creative team in developing Universal’s diverse portfolio of IP such as Jurassic World, Fast and Furious, etc. He was the Disney show designer, producer, and art director for over 25 years, managed studio’s creative staff at Disney Interactive, and was the Art Director for a variety of mobile products & games. Previously, he spent 8 years as Executive Director of Creative and New Business Development for Walt Disney Imagineering R&D. He also spent 12 years in the theme park division at Imagineering in a variety of creative roles, working on attractions for Parks & Resorts in Tokyo, Paris, and Orlando, most notably designing and show producing Test Track, presented by General Motors, at Epcot in Walt Disney World Resort. Before his Disney career, he designed advanced concept vehicles as part of Honda’s R&D team for more than three years.

Matthew Santoro
Director / VX Artist
Matthew Charles Santoro launched his career as a director when his self-produced sci-fi concept piece, OFFLINE went viral, opening the door for his first feature film, Higher Power. a sci-fi thriller produced by The Matrix franchise veteran, Lorenzo di Bonaventura. Before directing, Santoro was a creative consultant for Oscar-winning director Ron Howard and writer-director Akiva Goldsman. He also created the story for the hit graphic novel Breath of Bones with writer Steve Niles, which is now being developed into a feature film. Santoro also worked as a visual effects artist for over a decade on movies like 300, X-Men, and The Incredible Hulk.

James Fong
CEO / Jaunt China
James Fong is the CEO of Jaunt China, leading up Jaunt VR’s operation in Greater China. Before working at Jaunt China, James Fong was the CEO of Oriental DreamWorks. During his tenure, Kung Fu Panda 3, produced by Oriental DreamWorks, became the first animated film co-production with an American company in China. From 2007 to 2010, James Fong served as the Managing Director of NBA China, responsible for performance venue and the development of NBA league game. Before 2007, as the Managing Director of Microsoft China, James Fong was in charge of 165 million investment funds of Microsoft in China, as well as sales and promotion in 32 cities among 17 provinces. He owns BSAAE from Purdue University and MBA from University of Pennsylvania, the Wharton School.

Sam Wang
President / Sky Limit Entertainment
Sam has been working in film and entertainment industries for 15 years. Nominee of audio and visual technology awards by Asia and U.S. film industries for many times, including Hong Kong Film Awards, Tai Wan Golden Horse Awards, Hong Kong Golden Bauhinia Awards, Asian Film Awards and Golden Reel Awards. Visual effects producer of the movie Mojin -The Lost Legend, and the final box office sales of that movie reach 270million US dollar in China. Winner of 53th Taipei Golden horse film horse film festival best visual effect. One of the founding shareholders of Phenom Films, the largest private film technology/post production company in China.

Sam co-founded Sky Limit Entertainment with famous director Zhang Yimou, famous producer Qi Xiao. Sky Limit Entertainment has been focusing on providing immersive, social, entertainment experience. SLE has launched a subversive entertainment brand – SoReal.
ROADSHOW

EXPO

PRIVATE CHATS & DEALS
1) JauntVR

Jaunt is the global partner of choice for producing and distributing immersive virtual reality, augmented reality and mixed reality content. With the experience of over 300 immersive productions, Jaunt’s full-service global production house Jaunt Studios develops award-winning branded content, co-productions and original experiences for both entertainment and enterprise customers.

2) Ingenuity Studios

Ingenuity Studios is a VFX special effects studios for notable TV shows & Hollywood big budget films. Full scope of visual effect services: from previs, CG animation, set extension, and 3-D stereoscopic work to editorial, color and finishing. (Specialties: Visual Effects, CG animation, Set Extension, Previs, Design, TV and Film, 2D, 3D, Editing).

3) Prisma

Prisma was one of the first to bring deep learning to smartphones, giving photos the look of famous painters, ornaments and patterns with over 120m accumulated downloads. Its specialty is on-device computer vision, deep learning, AI and AR and it want to bring intelligence to all camera devices and make the AI accessible for everyone worldwide.

4) MDH Hologram

MDH Hologram is the world leader in 3d Holographic technology and projection systems. 1st patented system installed in 1996 at the Swarovski Museum in Austria. Has creative team that partners with clients to work on events. Award winning projects and celebrity projects e.g. Narendra Modi India Prime Minster, Ricky Martin, Jennifer Lopez, Tupac Shakur, Hugh Jackman, and recent Theresa Tseng hologram in Taiwan. Owns all rights of true hologram tech in China. Partnered with Tencent. Building first hologram exhibition in Hangzhou (June). Has retail/marketing holographic displays, large event holograms, and even teleconferencing holograms.
5) **Darbee Vision**  
Darbee Vision invented a unique image processing technology that embeds 3D depth cues in images and video, which causes the resulting picture to appear to have much greater depth, clarity and realism. With our product and OEM partner products, we have succeeded in selling 200K+ nodes of DarbeeVision technology into the consumer market.

6) **Sabinetek**  
Sabinetek gathered innovative technology teams on acoustic, electrical, communications and focused on researching human natural hearing technology and products. Sabinetek launched wireless recording headset Alaya, 3D microphone SMIC and Heart Sound, which accessed to Live stream, sing-a-song, E-learning, conference communications, UGC, natural voice interaction, security, medical and health fields.

7) **Gadget-Bot Productions**  
Gadget-Bot is a production studio founded in 2011. The studio creates content for previs, concept design, to pursuing their own interests in animation, VR and VR Game creation. Clients have included Sony Animation, Universal Studios, Prologue, Mirada, Rhythm and Hues, Red 5, Gearbox and Activision’s Treyarch. Several works for films include concept design for Marc Webb’s *Spiderman 2* and most recently HBO’s *Westworld*. AAA games include Activision’s Call of Duty: *Black Ops 3*.

8) **EyeCandyLab**  
Augmen.tv enables direct second-screen engagement on TV content. We use moving images as markers to conquer the space around the TV and provide Augmented Reality. This additional content enables storytelling and advertising on a whole new level, and on top of it – every AR content can be made interactive to increase the viewers’ engagement.

9) **Perfect 365**  
Perfect365 is the world’s most popular makeup app, with more than 100 million worldwide users and dozens of celebrity makeup artist partners and brand collaborations.
10) **Piki**

Piki is a platform for AR Lens Authoring and Publishing. Leverages AR platforms’ native rendering and computer vision framework to author AR content as: native, lightweight, cross-platform, shareable, searchable files (e.g. MPEG file), instead of individual AR experience apps.

11) **XMOD**

XMOD is the developer of NetVRk, a VR platform where creators can custom create their own VR world. The specialty of NetVRk is providing an accessible platform, where everyone, regardless of tech-knowledge level, can easily create their own fully immersive VR worlds and experiences, using NetVRk’s state of the art sandbox editor. The NetVRK system is self-funded using a digital currency pool, where all in-system fees flow to and are re-distributed between the system needs and the users. The investor who got a deep experience believes - ‘It is exactly like Steven Spielberg’s recent film "Ready Player One", Oasis concept.’

12) **QuadraClicks Gaming**

QuadraClicks Gaming focus on improvement of comfortability of working and entertainment. The customize-designed product - RBT Rebel Real – that could real defense accidental slipping, wrong clicks, and mouse hands, with the speed of twice the mouse in the market, the long-term use of the shoulders, arms, wrist, palm, fingers can produce a burden. It is the next generation of mouse replacement products.

13) **Archifiction**

Archifiction is a VR tech company aiming to express an alternate architectural reality that is nonetheless based on physical qualities of real objects and their representation, this project combines assembly strategies with video projection as means of augmenting architecture’s sensual power while obfuscating the singular reading of an object. It breaks down the limits of Newtonian physics (which deal with the physical) and the screen (the digital) –transcending the realm of Images a method of representation. It also moves beyond existing human perceptual modes by blending the edge dividing physical substance and virtual data and media. This results in a mis-figured or fuzzy tectonic object.

14) **Lumiere VR / Retinad**

Cross-platform VR/AR Analytics platform. Drag & drop plugin integration across all major VR headsets. Currently patented analytics formula for fastest in gathering data on viewers’ engagement with the content, and then automatic translation of data into insights for content creators & advertisers.
For VIP guests and partners, HPC China may host Beijing cultural tours, as well as visits to local companies. Exclusive access and VIP experience is with the support of the Beijing government. If interested, please express interest early on as sign-up is required.

**EXCLUSIVE TOURS**

See the culture & media capital of China

Experience the life of Beijing

**COMPANY MEETS & VISITS**

**ONE-ON-ONE SESSIONS**
Media & Press Coverage