

## Ucan Apps City's Cooperation Release

(19 December 2012 – Hong Kong) Ucan Mobile Ltd (“Ucan Mobile”), a subsidiary of Culturecom Holdings Limited (Stock Code on the Stock Exchange of Hong Kong Limited: 00343.HK), entered into cooperative partnership with China Mobile. At China Mobile Global Developers Conference 2012 held in Guangzhou on 5 December, Ucan Mobile introduced its “Apps City” to global developers and cooperative partners in the industry. The “Apps City”, developed by the mobile clouding computing technology, serves as a brand new application platform for 3D interactive smartphones.

Apps City creates a 3D interactive online platform, allowing users to choose their own avatar. Through different intelligent terminal devices, these users will explore brand new interactive experience in the 3D-based internet world. Meanwhile, Apps City functions as an open application platform to provide cooperative partners and developers with standardized accesses. Such access allows instant stable connection to a variety of applications and contents, and enables cooperative partners to integrate their Apps and products into a 3D environment that enriches more attractive contents on the platform.

Apps City incorporates the contents of China Mobile’s nine online modules, including Internet, Wireless Music, Mobile Reading, Mobile Video, Games and 12580, E-commerce, and Location Service.

For example, the Internet module not only allows access to information that is related to products as Fetion, mobile micro-blog, and 139 email, but also directly connects to more details on its official website. In addition, the Internet module provides a fast and convenient downloading portal for clients. In Mobile Reading module, online trials are available for all kinds of books and works. Through Games and 12580, users may find many popular fun mobile games for downloads. By accessing to Wireless Music and Mobile Video, users may try listening or watching the latest music or videos that are most popular and splendid. Contents offered through these modules in relation to music, videos and games create an enjoyable environment for users to linger on.

At the conference, Apps City demonstrated an excellent 3D visual experience. Looking through the light and stylish 3D visual glasses, distinguished guests were brought closer to a 3D fantastic world, where guests were all stunned at such interactive and real experience. Apps City also showed many other kinds of innovative and interactive entertainment, which included music/video experience, quick response codes immediately available for downloads, and online lotteries. The large variety of interactive media received overwhelming responses from industry experts and users. It is believed that Apps City will bring another new trend to lead the future intelligent terminal applications after the release.



In the afternoon, Ucan Mobile also had a seminar for the industry and suppliers, including application developers, advertising media, interactive TV operators, B2C operators, SNS operators, human-computer interface developers, and video content providers, who showed enthusiasm and supports to the new launch of Apps City.

The three major platforms of Ucan.com, namely, Ucan Apps City, Ucan Cloud City, and Ucan Cultural Park, will subsequently be launched after testing this year over one year of hard work. It is expected that Ucan.com will be completely unveiled in January next year.

#### **About Ucan.com**

Ucan.com is a virtual-reality social gaming vitalized by the Hong Kong comics and the creative talent of the founding shareholder Jay Chou. Ucan.com allows users to interact and share in this online city, in which, you may choose your own avatar, build your own house, open your online store and live your dream life without boundary. Ucan.com is set to attract millions of music and comic fans to co-develop a virtual world with infinite possibilities.

#### **About Culturecom Holdings Limited (343.HK)**

Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia. Over the past three decades, Culturecom owns over 200 comic titles. Our comics have been distributed in 14 countries across the globe and translated to 10 different languages. Please visit [www.culturecom.com.hk](http://www.culturecom.com.hk) for further company updates.