



The Gateway to the Greater China !



September 6-7

Host  經濟部工業局
INDUSTRIAL DEVELOPMENT BUREAU / MOEA

Executive Organizer  Taipei Computer Association

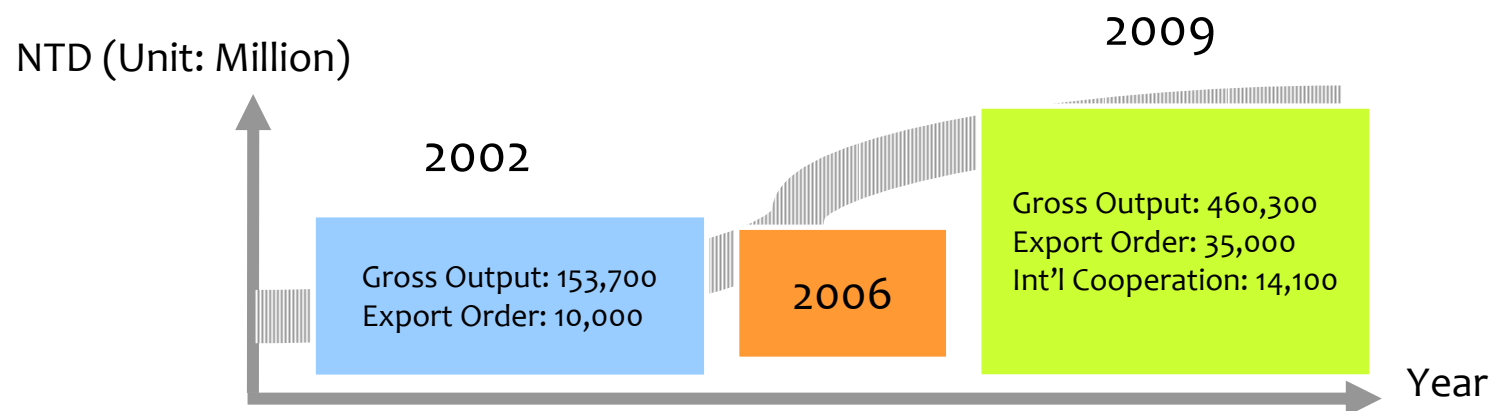


General Information

Date	September 6-7, 2010
Venue	Taipei International Convention Center, Taiwan
Host	Industrial Development Bureau, Ministry of Economic Affairs
Executive Organizer	Taipei Computer Association (TCA)
Website	http://www.dgtaipei.tw/
Contact	Jennifer Liu Tel : +886 2 2577-4249 ext.326 Email : dgtaipei@news1.tca.org.tw

Why Taiwan ?

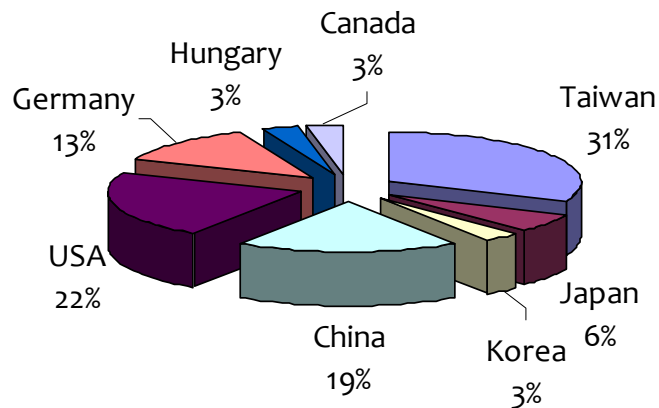
- If **government support is your main concern** – Taiwan government will subsidize more than US\$1,000 million in digital content industry.
- If you **seek international partners** - Please follow the footsteps of George Lucas, and Taiwan vendors will be your prime choice.
- If you want to **seize business opportunities of iPhone and Android** – You must not miss frameworks, which are proposed by Taiwan vendors and already deployed on millions of cell-phones in China.



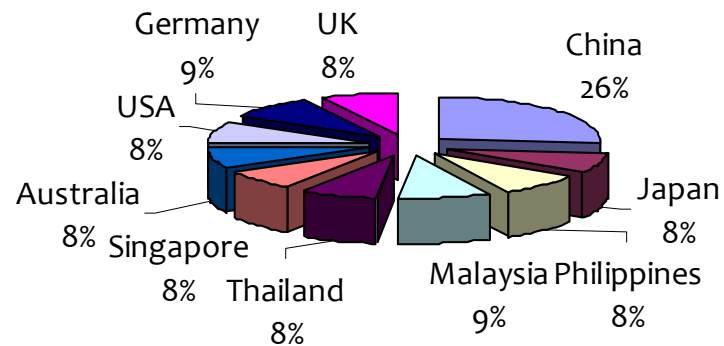
2009 – A Fruitful Year

- Participants from Industrial Heavyweights - Hollywood Producer of Blizzard Diablo (Most-respected Int'l Game Producer) and EU experts on 3D standards establishment
- More than 100 business meetings held – Closed int'l business deals of up to NTD\$460 Million (USD\$14 Million)

Int'l Speakers



Int'l Buyers





2009 Professionals from Worldwide

Game & Animation

- Executive Producer of Valkyrie / Chris Lee
- The game director of Diablo® III at Blizzard Entertainment®, Inc. / Jay Wilson
- Producer of Street Fighter / Yoshiki Okamoto
- IUGO Mobile Entertainment
- Electronic Arts Inc
- NHN
- NAMCO BANDAI Games Inc

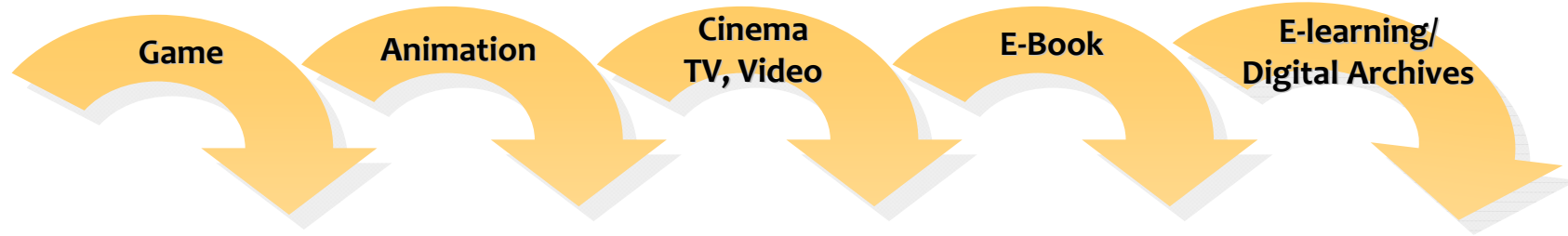
3D

- Holografika / Tibor Balogh
- Fraunhofer HHI / Aljoscha Smolic
- Insight Media / Chris Chinnock

China

- CCTV Animation
- China Animation Association
- ToonMax
- China Hunan Greatdreams Cartoon Media

A Splendid 2010



Detailed Introduction on the new 4C Fields under the global trend of Digital Convergence!

Firsthand Contact with the Industrial Value Chain of Digital Contents

Firsthand Contact with Int'l Master Specialists on Digital Contents

Int'l Master Specialists (Inviting!)

In addition to buyers from the Greater China, More of them are from the Emerging Markets worldwide

Firsthand Contact with Important Buyers, Investors, and Franchisers

Firsthand Contact with Vendors of Digital Contents in Greater China Market

Meet well-known game vendors, experts from animation studios, TV programmers from Mainland China!

Event Highlights



We Offer...

- One-on-One Business Meeting
- New Product Launch



We Demonstrate...

- Brilliant Digital Content Product
- Innovative Content Service
- Advanced Content Technology



You Take...

- Cutting-edge Technologies
- Newest Market Insights

The Conference

Conference

Biz-matching Event

Exhibition

• Tracks:

- Game (3D Game)
- Animation (3D Film)
- E-learning
- New Media
- Digital Cinema, TV & Video (3D VFX & Applications)
- Prospects of Emerging Markets (Russia/ Islam)
- Mobile Applications (O-phone/Android/VRE)
- Asia-Pacific International Forum on Digital Content Industry

• Speakers (TBC):

- Danny Boyle, Best Director of Academy Awards 2009 (*Slumdog Millionaire*)
- Sid Meier, Game Designer of *Civilization*
- Game Producer of Sony 3D
- John Lasseter, Founder of Pixar
- NAS, well-known animation company in Iran
- IMAX Corporation



The Biz-Matching Event

Conference

Biz-matching Event

Exhibition

- **1 on 1 Biz Meetings**

Buyers will be able to view the exhibitor list and arrange 1 on 1 meetings with exhibitors in advance through the official website www.dgtaipei.tw.

- **Product Presentation Sessions**

Buyers will have a chance to learn more about specific products and services in Product Presentation Sessions.



The Exhibition

Conference

Biz-matching Event

Exhibition

- **Total: 100 Booths**
- **Exhibition Area:**
 - Game
 - Animation
 - e-Book & e-Reading
 - Mobile Applications
 - 3D Applications
 - Digital Archive, Licensing & Merchandising
 - Asia-Pacific Pavilion
 - Award-winning Product Showcase
 - New Product & Technology Showcase



Exhibition Fee

To Showcase your
Products &
Services

- **Standard Booth: US\$1000**

- Booth size: 3m x 2m

- Partitions (250cm high)
- Carpeting
- Lighting
- Sign with Company Name
- 1 Table (100cm x 50cm x 75cm) & 2 Chairs
- Electricity (550W/110V)
- **Company Listing in Digital Taipei 2010 Directory**
- **Access to All Conference Sessions**
- **Invitation to Welcoming Party**



- **Apply for 4+ booths at once at only US\$500 each.**



VIP Buyer Program

For int'l buyers, we offer....

- Digital Taipei will cover the following expenses for **accredited VIP** buyers:
 - Local accommodation and meals up to 3 nights
 - Shuttle bus to and from Taoyuan (CKS) Airport
 - Shuttle service between the Venue and the Hotel
 - Access to all conference sessions
 - Invitation to all related events
- Registration Deadline: **July 30, 2010**
- To register, please log on to www.dgtaipei.tw

Appendix: Conference Program

September 6: Innovation Day			
AM	Registration		
	Opening Ceremony		
	Keynote (Animation)		
PM	3D Application Forum <ul style="list-style-type: none"> • The emerging 3D TV channels • Case study of 3D games • The prospect of 3D audiovisual 	Cross-Strait Mobile Platform Summit <ul style="list-style-type: none"> • Explore the trend and business opportunities with major telecom service providers, hardware manufacturers, and acquisition agents in the Greater China 	Digital Content Product Award & 4C Design Award

Note: The organizers reserve the right to change the agenda or order of speakers, and any respective changes will be publicized at the venue.

Appendix: Conference Program

September 7: Business Day			
AM	<p>Keynote (Game)</p>	<p>Cross-Strait Game Summit</p> <ul style="list-style-type: none"> • Explore the trend and business opportunities in the Greater China 	<p>Asia-Pacific International Forum on Digital Content industry</p> <ul style="list-style-type: none"> • Opportunities of eBooks • Market expansion and international cooperation of the digital content industry • Rising Star in the Blue Ocean--The strategy for digital publication in Chinese language
PM	<p>Prospect of Emerging Markets</p> <ul style="list-style-type: none"> • Viewpoints on Russian market and the Islamic market • Case study of the emerging markets 	<p>Cross-Strait Animation Summit</p> <ul style="list-style-type: none"> • Explore business opportunities with famous animation companies, copyright buyers, distributors and TV channels 	<p>Asia-Pacific International Forum on Digital Content industry</p> <ul style="list-style-type: none"> • Trends of the digital publishing industry (ePub) • Integrated services, innovation and applications of digital publishing industry in Taiwan

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