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## **A BREAKTHROUGH IN 3G CONTENT Mind Works' New "MW" 3G Video Channel offers 3 Hong Kong Trendy and Innovative Video Content**

Mind Works announced the launch of its new 3G channel "MW" today, exclusively for 3 users in Hong Kong. As a provider of a variety of multimedia enriched programs, from video mail (V-mail) to hilarious video clips, 3 users can now access endless hours of creative, enjoyable and fun entertainment of the MW channel.

### **"MW", the New Media Revolution**

Mind Works' provides creative entertainment content solutions and helps bring the best out of new talent in producing high quality and professional multimedia products. Mr. Chip Tsao, creative director of Mind Works is optimistic about the prospect of 3G mobile communications development and is delighted to be actively involved in the production of brand new video content for 3 Hong Kong.

According to Mr Tsao, 3G has the advantages of utilizing both the concepts of information mobility and interactivity, thus providing a much greater space for "out of the box thinking" and creativity when compared to the more traditional forms of media. Mr. Tsao said that the newly launched "MW" symbol evolved from the company's own individual name "Mind Works". "Our company name signifies our core belief of being able to transform "Something" or "Nothing" into endless possibilities. Throughout the process of creating concept work for 3 Hong Kong, we continuously asked what was missing and what can be done? Not only do we want to provide rich content but we also want to include and encourage more energetic, vibrant, creative works and entertaining products for our subscribers."

### **The New "MW" Channels offer a New form of Interactivity and Communication**

The MW channel provides a range of mobile entertainment, including four individual sub-channels:

1. **"V-Mail"**- Allows users to send a variety of video mail to their friends and loved ones comprising of a selection of animations and messages that include characters from SANRIO and Mind Works' very own comics.
2. **"Language 101"** - Provides funny and enjoyable videos for users to learn a different language in an amusing way, such as crazy English and sexy Japanese.
3. **"Hot Spot"** - A showcase of new talent from the Youth Video Directors Development of Hong Kong.
4. **"Dreamland"** - This 3G video community enables users to meet new people and express their dreams and

aspirations through the mobile airwaves.

Mr. Tsao said, "3G is a powerful medium allowing users to actively participate in a new era of communication." He continues, "One must break through the existing and sometimes rigid framework of time and space in order to further develop creativity and take it to the next level. The great thing about 3G is its interactivity that allows users to freely participate. The key to new innovation and creativity is having the capacity to express yourself."

#### **"MW": A Breakthrough for 3 Hong Kong**

Mrs Agnes Nardi, Managing Director of 3 Hong Kong, said, "3 Hong Kong is pleased to partner with Mind Works, to introduce the creative and entertaining new video channel, "MW", exclusively to 3 users. Through the advanced 3G platform, MW offers youngsters diversified, interactive video contents, as well as providing them with ample opportunities to express their creativity. We hope that "MW" will keep enriching and updating its content to help 3 users stay inspired and entertained at all times."

Carmen Kwong, the Managing Director of Mind Works, said, "as a newly founded multimedia production company, Mind Works are always looking to develop a variety of different media and entertainment platforms. Producing content for Mind Works was definitely a great achievement for all involved".

#### **Announcement of the Hong Kong Youth 3G Video Awards**

In co-operation with 3 Hong Kong, Mind Works and Youth Video Directors Development together hosted "The Hong Kong Youth 3G Video Competition". In celebration of Mind Works' 3G channel launch, the award ceremony was also held to congratulate the winners. 3 Hong Kong have generously sponsored ten new LG 8120 3G videomobile phones as prizes for this event. Several guests have been invited to present the awards, including the Managing Director of 3 Hong Kong, Mrs. Agnes Nardi and also the renowned directors Ms. Anne Hui and Mr. Pang Ho Cheung. All the winning video clips will be exclusively available at the "MW" video channel.

Mind Works is the official sponsor of the Youth Video Directors Development organization in Hong Kong, encouraging talented youngsters to produce V-mails for the MW channel. She added, "Hong Kong needs creative ideas for any future social or economic development, and young people tend to be the most creative group. Unfortunately, there are very few platforms that exist which can make their voices truly heard; therefore, we are glad that we can hold this activity with both 3 Hong Kong and the Youth Video Directors Development organization". Furthermore, Mind Works will continue to proactively encourage creativity and organize more competitions beyond the shores of Hong Kong itself.

#### **Publishing Technology Crossover; Video Clips of Japan's SANRIO characters are now exclusively here**

Mind Works have managed to fuse the concepts of publishing and telecommunications. In 2003, Mind Works

published the "L' homme et la Femme" comic book series which focused on the loves and lives of an array of young working people as a metaphor of national politics. The content of this comic has been adapted into a V-mail set of clips on the "MW" platform. This is the first time there has been a complete fusion of telecommunications (Mobile phones) and the publishing media. For the first time ever, Sanrio has granted the exclusive rights to Mind Works to produce V-mail animations using the famous and ever so popular characters from Sanrio.

#### **Future Direction of MW: Increase Interactivity and Participation of users**

Carmen Kwong stressed that the current four sub channels are merely the start of better things for the "MW" channel. Within a short period of time, "MW" will add newer elements to their portfolio and actively cooperate with other alternative mediums; this will allow 3 Hong Kong users to enjoy even greater varieties of mobile entertainment.

#### **About Mind Works**

Mind Works Limited was established in 2003, producing exclusive content on the "MW" (Mind Works) channel for Hutchison's "3" worldwide, 3G wireless telecommunication network. To develop and produce endless forms and possibilities of media entertainment is Mind Works' vision. Mind Works aims to encourage youngsters to express their creativity and cultivate Hong Kong's creative industries.