

Press Release
9 August 2018

CityU and TFI Digital Media Limited establish joint research centre in the field of digital media technology

The Department of Computer Science (CS) of City University of Hong Kong (CityU) and TFI Digital Media Limited (TFI) have established a joint research centre to carry out research in advanced digital media technology.

The TFI Applied Research Centre for Advanced Digital Media Technology will provide a platform for research professionals to engage in deep technology research with high potential for commercial success in the digital media sector. This demonstrates the commitment of both parties to develop local R&D talent and enhance the competitiveness of the Hong Kong technology ecosystem through close collaboration among entrepreneurs, academia, the Government and researchers.

The Centre will focus on research topics in computer science, specifically video technology, computer vision, artificial intelligence and blockchain technology, which TFI aims to apply to the global digital media industry through its domain expertise.

The naming ceremony for the research centre was held on 9 August, officiated by **Mr Nicholas Yang Wei-hsiung**, GBS, JP, Secretary for Innovation and Technology, Hong Kong SAR Government; **Mr Wilson Yuen Yiu-fai**, Founder and CEO of TFI Digital Media Limited; and **Professor Way Kuo**, President of CityU. Guests attending the ceremony included representatives from the University, TFI, and government departments.

In his welcome remarks, Professor Kuo expressed his gratitude to Mr Yuen for his generous donation, which he said would further strengthen CityU's collaboration with industry to promote knowledge transfer. He also thanked Mr Yang for his unfailing support, as well as his recognition of CityU's efforts and achievements in promoting the development of innovative technologies.

"CityU will continue to actively promote knowledge transfer and to contribute to society by transforming outstanding research into products and services for everyday use," said Professor Kuo.

Mr Yang said he was pleased the Centre would provide a platform for research collaboration among Government, industry, academia and research institutes to nourish innovation and technology, and promote scientific and technology exchange. "This is an excellent example of the synergistic approach that the Government is committed to implementing to promote and develop Hong Kong's thriving technology industry for the good of the HKSAR as a whole," he added.

Mr Yuen said TFI and CityU have been working together on various research initiatives. "This Research Center further strengthens the relationship between TFI and CityU, bridging the gap between academic research and commercialisation, realising our core vision to 'Bring Content, Culture and People Together'," he said.

TFI already has an ongoing project supported by the Innovation and Technology Fund - University-Industry Collaboration Programme with **Professor Sam Kwong Tak-wu**, Head of the Department of Computer Science of CityU. Entitled "Advance Video Rate Control for High Efficiency Video Coder", the project has resulted in the filing of two US patents.

“At CityU we are committed to producing a new generation of computing professionals, and this Centre will provide further resources and expertise to help us achieve this aim,” said Professor Kwong. He also took the opportunity to thank TFI for its strong support in the establishment of the joint Research Centre, which will encourage private sector participation in R&D and foster the development of innovation and technology.

About City University of Hong Kong

City University of Hong Kong (CityU) is a dynamic and fast-growing university. With an emphasis on professional education and research, CityU produces graduates with the ability to anticipate and precipitate change in a quickly evolving, globalised world. Our unique Discovery-enriched Curriculum puts discovery and innovation at the forefront of our professional programmes in science and engineering, business, creative media, law, data science, the humanities and social sciences, energy and the environment, and veterinary medicine and life sciences. For more information about CityU, please visit: www.cityu.edu.hk.

The Department of Computer Science of CityU has internationally recognised research groups in a number of areas, including bioinformatics, cloud computing, data science, evolutionary computation and metaheuristic, information security, machine learning, mobile computing, multimedia computing, software engineering, and vision and graphics. The Department is ranked the 12th best Computer Science Department globally by the US News & World Report (2018), and top-50 worldwide in the QS World University Rankings by Subject (2018). For more information about CityU, please visit: www.cs.cityu.edu.hk.

About TFI Digital Media Limited

TFI Digital Media Limited is a leading video technology company headquartered in Hong Kong, with a vision to “Bring Content, Culture and People Together”. Since its inception in 2010, TFI has focused on the research and development of video-related technologies, such as over-the-top (OTT) platform, video live streaming, advanced video encoding algorithm, machine learning and big data analytics.

TFI also places strong emphasis on user-experience design in empowering businesses to deliver quality content to worldwide audiences, with a geographical footprint across Greater China, Southeast Asia and North America, serving millions of end-user devices in various sectors including entertainment, real estate, hospitality, healthcare, e-commerce and education.



(From left) Mrs Yuen, Professor Way Kuo, Mr Nicholas Yang, Mr Wilson Yuen officiate at the naming ceremony.



Professor Kuo (right) presents a souvenir to Mr Yuen.

Media Enquiry

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新聞稿

2018年8月9日

城大與天開數碼媒體有限公司共建研究中心 深入研發數碼媒體科技

香港城市大學（城大）電腦科學系與天開數碼媒體有限公司（天開）共同建立研究中心，從事先進數碼媒體科技研究。

該研究中心名為「天開先進數碼媒體科技應用研究中心」，為研究專才提供平台，鼓勵他們於數碼媒體科技領域中具商業價值潛力的範疇從事深入科技研究。此舉反映雙方透過企業家、學術界、政府及研究人員間的緊密合作，培養本地研發人才，提升香港科技生態系統的競爭力。

研究中心將專注電腦科學的研究課題，特別是視頻科技、電腦視覺、人工智能與區塊鏈技術；而天開正是希望運用其領域專長，將上述科技推廣至全球數碼媒體行業。

研究中心命名典禮於8月9日舉行，主禮嘉賓包括香港特別行政區政府創新及科技局局長**楊偉雄先生**、天開數碼媒體有限公司創辦人兼行政總裁**袁耀輝先生**、城大校長**郭位教授**。來自城大、天開及政府部門的代表亦出席典禮。

郭教授致歡迎辭時感謝袁先生的慷慨捐助，指捐款有助加強城大與業界的合作，促進知識轉移。他亦感謝楊先生對大學的鼎力支持，以及其對城大推動創新科技發展的努力和成績之肯定。郭教授說：「城大將繼續積極推動知識轉移，將傑出的科研成果轉化成產品，以應用於日常生活，貢獻社會。」

楊先生表示，喜見研究中心為政府、業界、學術界及研究機構提供匯聚平台，促進研究合作、培育創新與科技、推動科技交流。他說：「研究中心是『官產學研』的一個協同典範，表明政府致力推廣及發展香港蓬勃的科技產業，以造福整個特區。」

袁先生說，天開與城大一直合作開展多個研究項目。他指出：「研究中心加強了雙方的合作關係，作為學術研究與商業化之間的橋樑，並實現天開『把內容、文化和人連在一起』的核心理念。」

天開與城大電腦科學系系主任**鄭得互教授**正從事一項研究計劃，題為「高效視頻編碼的先進視頻碼率控制」。該計劃得到創新及科技基金大學與產業合作計劃資助，並正申請兩項美國專利。鄭教授說：「城大致力培養新一代電腦科技專才，新中心可提供更多資源與技術專長，助我們實現這個目標。」他亦藉此機會感謝天開對成立聯合研究中心的大力支持，此舉將鼓勵私營機構參與研發，促進創新與科技的發展。

關於香港城市大學

香港城市大學（城大）是一所充滿活力及發展迅速的大學。城大致力從事專業教育及研究，培養畢業生具備應對日新月異的全球化社會之能力。城大獨特的「重探索求創新課程」將探索和創新結合科學及工程、商業、創意媒體、法律、數據科學、人文社會科學、能源及環境、動物醫學及生命科學的專業課程。有關城大的更多資料，請瀏覽 www.cityu.edu.hk。

香港城大電腦科學系在多個研究領域獲得國際認可，包括生物信息學、雲計算、數據科學、進化計算和元啟發式、信息安全、機器學習、移動計算、多媒體計算、軟件工程、視覺和圖形。該學系在2018年《美國新聞與世界報導》全球最佳電腦科學系中位列第12名，並在2018年 QS 學科全球排名中位列前50名。有關學系的更多資料，請瀏覽 www.cs.cityu.edu.hk。

關於天開數碼媒體有限公司

自 2010 年成立以來，天開數碼媒體有限公司一直專注於視頻相關技術研發，包括網上視頻平台、視頻直播、視頻編碼、人工智能和大數據分析等，致力利用科技「把內容、文化和人連在一起」。天開亦投放不少資源提升用戶體驗，令企業可傳送優質內容到世界各地。天開視頻解決方案及服務涵蓋大中華、東南亞和北美地區，服務超過數百萬台終端用戶設備，受惠行業包括娛樂、房地產、酒店、醫療和教育等多個領域。



（左起）袁夫人、郭位教授、楊偉雄先生、袁耀輝先生主持命名典禮。



郭位校長（右）向袁耀輝先生致送紀念品。

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