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## **Sony Hong Kong's Rainbow Team leads the children to explore technology at Tech Universe**

Our next generation is always enthusiastic towards the latest technology, especially the technology nowadays is changing rapidly. They are eager to know more about the impact of innovation and technology towards our daily life and environment. On 23 July 2011, Sony Hong Kong's Rainbow Team cooperated with The Salvation Army Yau Ma Tei Integrated Service for Young People and organized the "Explore, Feel and Live with Technology" activity. A total of 30 children from Yaumatei and Kowloon City Districts together with 22 volunteers visited the two key zones - "Fun Nest" and "Inno Nest" of Tech Universe located in the Hong Kong Science Park to experience the most innovative and sophisticated exhibits.

Tech Universe has applied the state-of-the-art exhibition techniques and utilized multi-media games and exhibits go beyond the basic senses of sight, hearing and touch, to more advanced cognitive processes such as spatial perception, emotion detection and brain interface. The children were so excited to experience different games and exhibits. One of the most popular games was "Neuro Base. Children had to stay focus to generate strong brainwave for exploding the virtual barrel. Volunteers also took part in this game and competed with the children on their concentration power. Besides, the kids and volunteers demonstrated their creativity through "Chroma Hero". By making use of the graphics and video editing technique, their images had been integrated in a movie about Superhero and became the actors. The 2-hour visit not only brought children unforgettable memories but also broadened their knowledge and horizon.

Towards the end of the event, volunteers presented gifts to all participated children and took a group photo outside the "Charles K. Kao Auditorium". This activity provided a chance for the children to experience the wonders of science and inspired their interests in science exploration.

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### **About "make.believe"**

"make.believe" (pronounce as make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony - the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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During the "Explore, Feel and Live with Technology" activity, Sony Hong Kong's volunteers visited Tech Universe with 30 children from Yau Ma Tei and Kowloon City districts. A group photo is taken outside "Charles K. Kao Auditorium" before the end of the activity



Volunteers and children pay attention at the briefing before visiting Tech Universe



Players of "Virtual Glider" can navigate in a 3D virtual environment where graphics are rendered in real time



Children turned themselves into movie star with their creativity at "Chroma Hero"



Volunteers distribute gifts to all participating children