

HKBU@ FILMART 2025

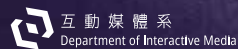
浸大@香港國際影視展2025

Hong Kong Convention
and Exhibition Centre
香港會議展覽中心

17-20.03.2025



School of Creative Arts
創意藝術學院



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ABOUT HKBU

關於浸大

Hong Kong Baptist University (HKBU) is committed to the pursuit of excellence in education, research and service to the community. As one of Asia's finest institutions, HKBU's seven faculties and schools offer a wide array of programmes across a diverse range of disciplines, from the arts, business, communication, and social sciences to science and technology, Chinese medicine and sport.

HKBU offers an environment that fosters technological progress with a focus on the human dimensions and at the same time uses technology to push the envelope of human imagination in the arts and cultural sphere. Coupled with our unceasing efforts to achieve breakthroughs, HKBU strives to contribute to the building of a better world.

香港浸會大學(浸大)一直在教育、研究及社會服務上追求卓越。作為亞洲最優秀的高等教育學府之一，浸大設有七個學院，為學生提供多樣化的學科選擇，由藝術、工商管理、傳理、社會科學以至科技、中醫及體育等等。

為推動以人為本的科技發展，浸大提供一個培育科技進步的平台，同時利用科技不斷開拓人類在藝術和文化的想像空間。通過不斷努力取得突破，浸大銳意為建設更美好的世界做出貢獻。

ABOUT ITPR

關於創新、轉化及政策研究院

The Institute for Innovation, Translation and Policy Research (ITPR) is dedicated to driving innovations, research and development, technology translation, and applications to enable HKBU to respond to emerging challenges and opportunities nationally and globally. We strive to bridge the gap in technology readiness between academic innovation and industry applications in order to bring HKBU's innovations for the well-being of the society.

創新、轉化及政策研究院 (ITPR) 致力推動創新、研發、技術轉化和應用，使浸大能夠應對國家以至全球出現的挑戰和機遇。我們致力彌合學術創新和行業應用之間的技术成熟度差距，令浸大的創新科技可以造福社會。

ABOUT KTO

關於知識轉移處

The Knowledge Transfer Office (KTO) and its technology transfer initiatives facilitate University-Industry collaborations through further development and utilisation of the knowledge and expertise of HKBU in various disciplines, enabling the transfer of expertise and technologies. By leveraging our diverse disciplines, we aim to benefit the community as a whole.

知識轉移處(KTO)提倡浸大的技術轉移，通過進一步發展及應用浸大在各學科上的知識，促進大學與業界之間的合作，從而推動專業知識和創科技術的轉移。我們透過多元化的學科研究，致力惠及整個社會。

HKBU@FILMART

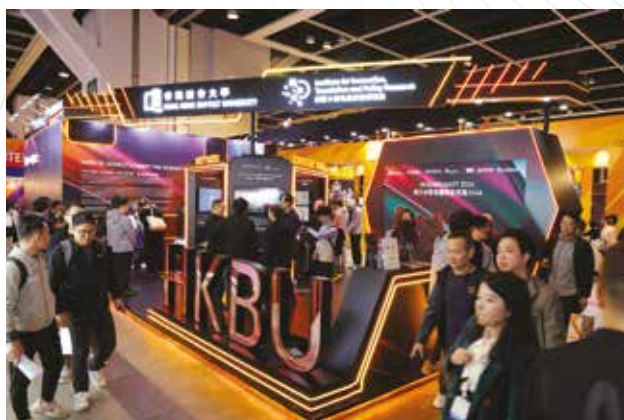
浸大@香港國際影視展

HKBU is dedicated to providing high-quality education in cinematic arts and creative media, nurturing professional talents for the culture and arts sectors. We actively engage in research and technology transfer in the fields of film and art technology, integrating art technology and artificial intelligence into the production of film, animation and digital entertainment. This drives innovation in the various industries and contributes significantly to the development of the cultural and creative industries in Hong Kong and across the Nation. Additionally, HKBU strives to enhance cultural soft power by promoting the development and exchange of art, culture, and creative industries between China and other countries. This initiative further develops Hong Kong into the East-meets-West centre for international cultural exchange.

We will showcase various projects at FILMART, including the integration of innovative technology in film education, immersive experiences, and the applications of artificial intelligence and virtual reality technologies, along with our efforts in nurturing startups. We sincerely invite you to visit our booth, engage with us, and discover HKBU's latest advancements in promoting film arts and creative media. This is also a wonderful opportunity to explore potential partnership opportunities.

浸大一直致力提供優質的電影藝術及創意媒體教育，為文化及藝術界培育專業人才。我們亦積極在電影及藝術科技領域進行研究及技術轉化，將藝術科技及人工智能融入電影、動畫和數碼娛樂製作當中，推動業界的創新發展，為香港和國家的創科發展、文創產業作出貢獻。同時，我們亦希望透過促進藝術、文化和創意產業的發展及中外交流，提升文化軟實力，進一步支持香港發展成為「中外文化藝術交流中心」。

今年在香港國際影視展，我們將展示多個跨學科研究及應用項目，包括在電影教育中注入創新科技、沉浸式體驗、人工智能及虛擬實景，以及培育初創企業的成果。我們誠摯邀請您參觀浸大展位，與我們交流，了解更多關於浸大在推動藝術科技、電影藝術及創意媒體領域的最新進展，以及洽談合作夥伴關係。



PROGRAMME SCHEDULE

活動日程

Gearing up for the AI Opportunities

整裝待發：迎接人工智能新機遇

The EntertainmentPulse Conference is staged riding on FILMART and is the one-stop platform for the industry to navigate the latest trends and opportunities in Asia and beyond. Distinguished industry leaders converge for in-depth discussions on a plethora of topics, including the boom of OTT Platforms, way forward for content creation and programme format, the application for generative artificial intelligence and more.

Following last year's conference, scholar of the Academy of Film has been invited to moderate a panel of industry experts and legal professionals to dive into the integration of AI in various aspects of the audiovisual industry including creation, production, distribution, and promotion. This is a valuable opportunity to discuss with industry experts and legal professionals, exploring how to gear up for AI opportunities in the film industry and contributing valuable ideas to the field.

亞洲影視娛樂論壇與香港國際影視展同期舉行，為影視娛樂業締造一個一站式平台，助力業界掌握最新趨勢，並開拓亞洲以至環球機遇。論壇將雲集行業翹楚，深入探討一系列專題，涵蓋串流平台的發展、內容創作和節目模式的展望、生成式人工智能的應用等。

承接上屆，電影學院的學者獲邀主持一場由行業專家和法律專業人士擔任講者的座談會，深入探討人工智能於視聽行業的應用，包括創作、製作、發行和推廣等範疇。此乃寶貴機會能與行業專家和法律專業人士一起討論，探索如何為電影行業的人工智能機遇做好準備，並為行業貢獻寶貴的意見。

Date 日期 | 18.3.2025

Time 時間 | 12:00 - 13:30

Location 地點 | Moonlight Theatre, Hall 1,
Hong Kong Convention and Exhibition Centre
香港會議展覽中心1號展覽廳影劇院

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Moderator 主持人



Mr Chen Yimin | 陳毅民先生

Programme Director of Bachelor of Arts (Honours) in Film and Television
Senior Lecturer
Academy of Film
電影電視文學士(榮譽)學位課程主任及浸大電影學院高級講師

The Present and Future of AI in Filmmaking

人工智能在電影製作中的現在與未來

FILMART is introducing the “AI Hub”, a pilot programme focused on advancing AI in the entertainment industry. It promotes AI in content creation, production, distribution, and marketing, and showcases the pioneering applications of AI across film and entertainment production, aiming to drive innovation and bolster creativity by leveraging AI technology.

HKBU is excited to participate in the AI Hub’s forum session, where representative will engage with industry expert to explore the transformative role of AI in filmmaking. Attendees will engage with speakers discussing AI’s innovative applications, opportunities, and challenges, highlighting its potential to revolutionise the industry.

香港國際影視展首度設置「人工智能影坊」。該試點項目旨在促進人工智能在內容創作、製作、發行和營銷中的應用，並透過展示人工智能在影視製作中的創新應用，致力推動創新，並提升創意。

浸大熱切期待參加「人工智能影坊」的論壇，與業界專家探討人工智能在電影製作中的變革性角色。參加者將與專家交流，討論人工智能的創新應用、機遇和挑戰，並強調其在行業中帶來革命性變化的潛力。

Date 日期 | 20.3.2025

Time 時間 | 10:45 - 11:45

Location 地點 | AI Hub, Hall 1,
Hong Kong Convention and Exhibition Centre
香港會議展覽中心1號展覽廳 人工智能影坊

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Speakers 講者



Professor Shin Dong Kim | 金信同教授

Director
Academy of Film
浸大電影學院總監



Ms Antonia Kim

Founder
AITONIA
AITONIA 創始人

ART TECH PROJECTS

藝術科技項目



Immersive Experience 沉浸式體驗

Future Cinema Systems: Next-Generation Art Technologies

未來影院系統：下一代藝術科技

Partnering with École Polytechnique Fédérale de Lausanne (EPFL) in Switzerland, City University of Hong Kong, and in collaboration with the Cameron Pace Group China and Salon Films (HK) Limited, HKBU has launched a cutting-edge Art Tech initiative to develop “Future Cinema Systems: Next-Generation Art Technologies” (FCS). FCS is a next-generation platform for artists and creative industries to meet the growing demand for new interactive immersive forms of cultural and educational experience. FCS’s technological innovations encompass fully immersive visualisation environments, interaction design that addresses the complete human sensorium, and intelligent software apps that enable the creation of multi-user co-evolutionary cinematic narratives. The FCS project is awarded HK\$35.4 million by the Innovation and Technology Support Programme (ITSP) under the Innovation and Technology Commission of the HKSAR Government, the largest approved project amount in Art Tech.

浸大聯同瑞士洛桑聯邦理工學院 (EPFL)、香港城市大學，並與中國卡梅隆佩斯集團和沙龍電影(香港)有限公司，推出了一項尖端的藝術科技計劃，以開發「未來影院系統：下一代藝術科技」(FCS)。這個綜合系統是一個面向藝術家和創意產業的新一代平台，旨在滿足不斷增長的新型互動沉浸式文化和教育體驗的需求。FCS的創新技術涵蓋了完全沉浸式的視覺化環境、針對全人體感知設計的互動設計，以及能夠創建多元用家協同演化電影敘事的智能軟件應用。FCS項目獲香港特別行政區政府創新科技署轄下的「創新及科技支援計劃(ITSP)」撥款港幣3,540萬元，為該計劃歷來最大資助金額的藝術科技項目。





Earlier, the project marked the debut display of a deliverable with the world's first 360-degree 3D interactive LED cinema at Hong Kong International Airport (HKIA), successfully bridging art and technology and commercialising innovative solutions for the industry. Supported by Airport Authority Hong Kong, HKBU held the "Fly Me There" exhibition which allowed visitors to experience a virtual cultural tour at HKIA, immersing themselves in more than 40 breathtaking cultural heritage sites from eight Asian countries with high-resolution panoramic visuals.



In collaboration with Studio Wayne McGregor, and Hong Kong Ballet, HKBU will embark on a world tour in 2025. This innovative project will seamlessly integrate dance performance, choreography, digital imaging, multi-modal sensing, artificial intelligence, audience interactivity, and spatialised sound to deliver a thought-provoking and enchanting 21st-century experience. Please stay tuned.

早前，項目首次展示研究成果，在香港國際機場(機場)設置全球首個360度3D互動LED影院，成功結合藝術與科技研究並把創新解決方案商業化。在香港機場管理局的支持下，浸大舉行了「瞬間展航」展覽，讓訪客得以在機場經歷一個虛擬文化之旅，以高解像度的全景視覺，沉浸式欣賞八個亞洲國家共逾40個壯麗的文化遺產。

浸大與Studio Wayne McGregor和香港芭蕾舞團合作，於2025年展開全球巡演展覽。這個創新的項目將無縫融合舞蹈表演、編舞、數字影像、多模態感應、人工智能、觀眾互動和空間音效，提供一個發人深省且引人入勝的廿一世紀體驗。敬請期待。

"Fly Me There" Video
「瞬間展航」影片



Project-in-Charge 項目負責人



Professor Jeffrey Shaw | 邵志飛教授

Chair Professor
Academy of Visual Arts
視覺藝術院講座教授

Reviving Classics with Augmented Reality

擴增實境 重現經典

“VotR.AR” is an Augmented Reality interactive installation where viewers can enter Leonardo da Vinci’s famous painting “Virgin of the Rocks” and physically walk around and explore its evocative cavern of rocks and plants. Using handheld tablets that are optically tracked, viewers step behind the painting’s foreground figures into a virtual space in which the life-size cavern is digitally modelled in 3D, with its spectacular rocks, flora and distant landscape just as Leonardo painted it.

Created by Professor Jeffrey Shaw, Director of the HKBU Visualization Research Centre, and Professor Sarah Kenderdine (EPFL Switzerland and HKBU), this unique Art Tech installation provides audiences with a groundbreaking and interactive way of experiencing such masterpieces of art history.

The technology behind “VotR.AR” is also able to recreate iconic sets and scenes from the movies. By leveraging its digital augmented reality and 3D modelling, viewers can step into beloved cinematic moments and explore them as if they were physically present in the film’s world. The innovative technology opens up new dimensions for storytelling and audience engagement, blurring the boundaries between cinematic representation, physical reality and interactive art.



《VotR.AR》是一個擴增實境互動裝置，觀眾可以進入達文西著名的畫作《岩間聖母》，親身走動並探索其充滿岩石和植物的洞穴。觀眾只要手持具有光學追蹤功能的平板電腦，便可以越過畫作前景人物，進入一個虛擬空間，該空間中洞穴以實物大小和三維形式數位建模，展示了達文西所繪的壯觀岩石、植物和遙遠景觀。

這個獨特的藝術科技裝置由浸大視覺化研究中心總監邵志飛教授和Sarah Kenderdine教授（瑞士洛桑聯邦理工學院和香港浸會大學）共同創作，為觀眾提供了一種開創性的沉浸式及互動方法去體驗這件藝術史鉅作。

《VotR.AR》背後的技術也能把電影中標誌性場景重現眼前。透過利用擴增實境和3D模型，觀眾可以進入心愛的電影時刻，彷彿身臨其境般探索電影世界。這項創新的技術為電影敘事和觀眾互動開創了新的維度，融合了電影再現、物理現實與互動藝術之間的界限。

Project-in-Charge 項目負責人



Professor Jeffrey Shaw | 邵志飛教授

Chair Professor
Academy of Visual Arts
視覺藝術院講座教授



Professor Sarah Kenderdine | Sarah Kenderdine 教授

Visiting Professor
Department of Computer Science
計算機科學系客座教授

Creating New Universes with Virtual Reality

虛擬實境 創新宇宙

The Building

Partly inspired by Stanislaw Lem's novel "Memoirs Found in a Bathtub", this VR experience takes the viewer through the corridors and rooms in an office building with scenarios that become progressively absurd. The project was supported by a project grant from the Hong Kong Arts Development Council.



受波蘭科幻小說作家史坦尼斯拉夫·萊姆的作品《Memoirs Found in a Bathtub》所啟發，此虛擬現實作品讓觀者遊蕩於眾多的辦公室和走廊之間，遇見漸漸變得荒謬的場景。此項目由香港藝術發展局贊助。

Project-in-Charge 項目負責人



Mr Ka Ho Albert Yu | 余家豪先生

Programme Director of BComm (Hons) in Game Design and Animation
Senior Lecturer
Department of Interactive Media
傳理學學士(榮譽) - 遊戲設計與動畫主修課程主任及
互動媒體系高級講師

Fusion VR: Bridging Worlds

This VR game lets the player wander through mountains and rivers housed inside a gigantic museum filled with mini games inspired by the folklore and food culture of Hong Kong and the United Kingdom. The project was developed by students from the Department of Interactive Media at HKBU in collaboration with students from Teesside University (UK) over the summer of 2023. This project was showcased at the ANIMEX International Festival of Animation, VFX and Games in the UK, an annual event for promoting the art of animation and computer games development.



此虛擬現實遊戲中的巨型博物館內竟然放置著山林和河流。玩家在當中遊走探險之餘，還可透過迷你遊戲如砌雪人和搶包山了解英國和香港的民間習俗。項目由浸大互動媒體系及英國提賽德大學的同學們於2023年夏天合作完成。他們的作品亦於ANIMEX國際動畫、視覺特效和遊戲節(英國)上展示，該國際年度活動旨在推廣動畫藝術和電腦遊戲發展。

Advisor 顧問



Mr Ka Ho Albert Yu | 余家豪先生

Programme Director of BComm (Hons) in Game Design and Animation
Senior Lecturer
Department of Interactive Media
傳理學學士(榮譽) - 遊戲設計與動畫主修課程主任及
互動媒體系高級講師



AI Motion Acting Agent and Real-time Visualisation

AI動作演繹智能體與實時可視化

The Motion Acting Agent (MAA) is an AI-driven system for adaptive and expressive motion generation, integrating multimodal context understanding, intuitive user guidance, and a physics engine to achieve context-aware motion synthesis across diverse physical and creative settings. The conditional generative model and real-time visualisation engine establish a creation loop, enabling interactive animation, virtual production, and immersive storytelling.

動作演繹智能體 (MAA) 是一個AI驅動且具演繹能力的自適應動作生成系統。融合多模態語境理解、直觀引導與物理引擎，MAA能夠根據不同物理環境與創意設定進行動作合成。其條件生成模型與即時可視化引擎構成創作反饋環，令動畫製作、虛擬製作及沉浸式敘事更具互動性與創作靈活性。



Project-in-Charge 項目負責人



Professor Chen Jie | 陳杰教授
Assistant Professor
Department of Computer Science
計算機科學系助理教授

DigitalGuardian

AI-driven Digital Intellectual Property Protection

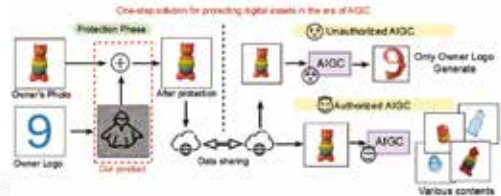
AI數碼版權保護

DigitalGuardian is a revolutionary solution designed to safeguard the intellectual property of digital creators in today's increasingly complex digital landscape. By embedding imperceptible markers into digital assets, it ensures that ownership rights are preserved with unparalleled precision and resilience. This innovative approach not only deters unauthorised use but also preserves the integrity and quality of content as it transitions across platforms and applications.

From immersive virtual environments to cutting-edge augmented reality experiences, DigitalGuardian sets a new benchmark for security and accountability in digital innovation. By empowering creators with peace of mind, DigitalGuardian paves the way for a future where creativity thrives without compromise.

DigitalGuardian是一項革命性解決方案，旨在於日益複雜的數碼生態中，為創作者提供堅實的數碼版權保護。透過在數碼資產中嵌入標記，它以無可比擬的精準性和有效性捍衛創作者的版權。這項創新技術不僅有效阻止未經授權的使用，還確保在跨平臺、跨應用的傳播中維持作品的完整性與品質。

由沉浸式虛擬實境場景到尖端的擴增實境體驗，DigitalGuardian重新定義了數碼創新的安全性和可靠性，賦予創作者無後顧之憂的創作自由，鋪就一條讓創意無界綻放的未來之路。



“From One to Infinity+” Automatic 3D Content Generation

自動化3D內容生成

Unlock Infinite Possibilities: The Ultimate Automatic Pipeline for 3D Content Generation. Imagine bringing your ideas to life in stunning 3D, effortlessly. “From One to Infinity+” is your ultimate creative partner, transforming concepts into high-fidelity 3D assets with unparalleled speed and precision. Whether you're a game developer, animator, or product designer, our automated pipeline lets you focus on your vision.

非凡無限：無與倫比的3D內容生成自動化流程。想像一下，「From One to Infinity+」是您最強大的創意夥伴，以無可比擬的速度和精準度，將您的概念轉化為完整的3D資產。無論您是遊戲開發者、動畫師還是產品設計師，我們的自動化流程都能讓您專注於真正重要的事——您的願景。

Generate 3D Object from Single Image



Single Image Input



Generated Output

Project-in-Charge 項目負責人



Professor Wan Renjie | 萬人杰教授
Assistant Professor
Department of Computer Science
計算機科學系助理教授

Creating New Hits with AI Generated Music Video

人工智能音樂錄像生成

The music video, "Book of Love", was commissioned by a local music group "Fan Hung A". In an alternate universe, a man said to a woman, "If there's a time machine, would you travel with me to 2046?" The whole video was created using generative AI. Original photographs taken by the director's father from the 70s through to the 90s were used as inputs to guide the generation process.

《心形寶鑑》是受本地樂隊「粉紅A」委託製作的音樂錄像。在平行宇宙中，男子對女子說：「如果有一架時光機，你會唔會同我一齊去到2046?」全片利用了生成式人工智能，並以導演父親於70至90年代拍攝的相片作為輸入素材製成。



"Book of Love" Music Video

《心形寶鑑》音樂錄像



Project-in-Charge 項目負責人



Mr Ka Ho Albert Yu | 余家豪先生

Programme Director of BComm (Hons) in Game Design and Animation
Senior Lecturer
Department of Interactive Media
傳理學學士(榮譽) - 遊戲設計與動畫主修課程主任及
互動媒體系高級講師





HKBU Art Tech Startups 浸大藝術科技初創公司

HKBU drives the transfer of Art Tech research endeavours through entrepreneurship and various forms of knowledge transfer. Our incubation initiatives plus investor and strategic partner networks will bring ample opportunities to our artists, innovators and startup companies. We facilitate and support different facets throughout their entrepreneurial journeys to foster success.

浸大支持創業和各種形式的藝術科技知識轉移。我們支援項目的孵化，加上投資者及戰略合作夥伴網絡，為浸大的藝術家、創新者和初創公司帶來豐富的機遇，並於創業旅程的各個階段提供協助。



BAM Limited

Founders 創始人



Professor Johnny Poon | 潘明倫教授

Associate Vice-President
(Interdisciplinary Research)
Founding Dean of the School of Creative Arts
協理副校長(跨學科研究)
創意藝術學院副院長



Professor Edmond Tsang | 曾奕文教授

Associate Professor of Practice
Programme Director of BMus (Hons) in Creative Industries
Academy of Music
音樂學院專業應用副教授及
創意產業音樂學士(榮譽)課程主任

Revolutionising Music Composition Workflow through AI Music Production

BAM Limited aspires to establish an innovative music production marketplace centred on AI services, focusing on Cantonese vocal cloning through the "SoftVC VITS Singing Voice Conversion model". With a focus on Cantonese singing, the model captures emotions and key musical features, hence understanding and generating music.

BAM provides services by offering AI vocals to tackle problems of the industry, for instance, insufficient demo singers and artist management services. BAM also caters to the individual creative needs of customers by offering personalised music solutions. By bringing such innovation to the industry, BAM aims to disrupt the existing music industry and create a new market space.

以人工智能改革音樂創作

BAM Limited致力於建立一個以AI服務為中心的創新音樂製作平台，初期重點是透過「SoftVC VITS歌聲轉換模型」進行粵語聲樂轉換。BAM尤其關注於粵語歌曲歌唱，當中的模型能夠捕捉情緒和關鍵的音樂特徵，再加以分析，從而生成音樂。

BAM提供的服務包括以AI人聲演示以應對現時的音樂產業問題。同時，BAM提供個人化的音樂來滿足客戶的個人創意需求，為產業帶來創新，衝擊固有產業模式，並創造新的市場空間。



Immersive Unlimited Limited

Interactive & Immersive Experiences with Innovative and Transdisciplinary Technologies

Immersive Unlimited Limited (iU) leverages the narrative power of new media technology to explore its creative use in the fields of expanded cinema, virtual and augmented reality, 360-degree 3D visualisation environments, navigable cinematic systems, and interactive narrative.

iU focuses on the four core business segments: immersive experiences, innovative technology development, content creation and application licensing. The target market includes cultural institutions, museums and archives, the creative industries and entertainment sector, tourism, education, scientific visualisation and industrial simulation, as well as brands and companies looking for creative ways to promote the experience of their products or services.

創新技術創建的嶄新互動及沉浸式體驗

Immersive Unlimited Limited (iU) 利用新媒體技術的敘事力量，發掘擴展電影、虛擬及擴增實境、沉浸式可視化環境、導航式電影系統和互動敘事之創新應用。

iU的四大核心業務範疇為沉浸式體驗、創新技術開發、內容製作及技術移轉。公司的目標市場包括文化機構、博物館、文獻庫、創意及娛樂產業、旅遊業、教育界、可視化科學與工業虛擬運作系統，以及所有尋求創新方案，來提高產品及服務經驗的品牌和企業。

Founder 創始人



Professor Jeffrey Shaw | 邵志飛教授

Chair Professor
Academy of Visual Arts
視覺藝術院講座教授

Lumos Arts and Technology Limited

影踪藝術科技有限公司

AI-driven Solutions for Visual Storytelling

Lumos Arts and Technology is a pioneer in the field of Artificial Intelligence Generative Content (AIGC), offering groundbreaking AI-driven solutions for vision and motion content generation. The company provides cost-effective solutions for high-quality 3D modeling and motion capture (MOSCATO) that rival professional studio equipment.

Utilising Lumos' advanced technology, users can effortlessly craft and manipulate the appearance (BUVATAR) and actions (MotionGPT) of virtual avatars through intuitive natural language scripts and visual prompts. The company's cross-modal visual content generation solution (Lumino) weaves engaging visual narratives for a variety of live performance scenarios, including concerts, operas, and interactive art installations.

Founder 創始人



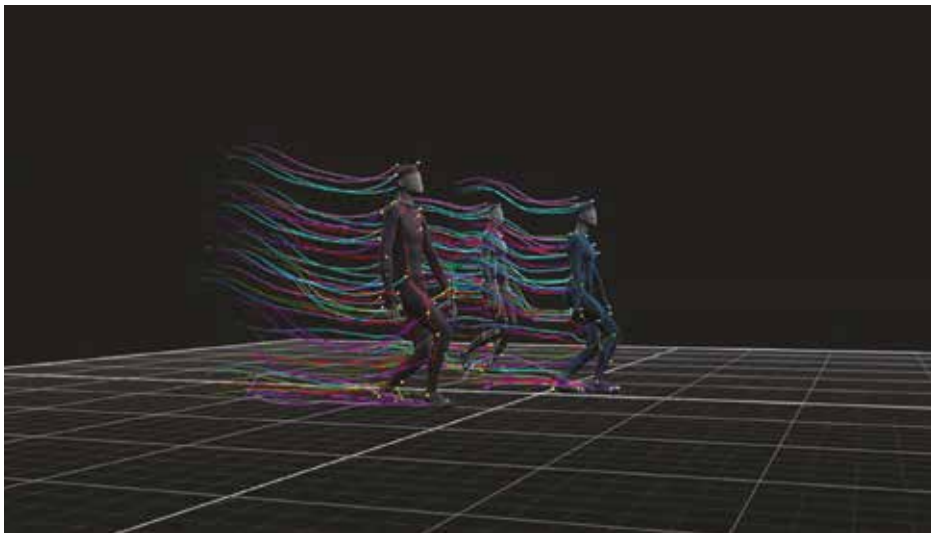
Professor Chen Jie | 陳杰教授

Assistant Professor
Department of Computer Science
計算機科學系助理教授

人工智能視覺敘事解決方案

影踪藝術科技有限公司致力於人工智能(AI)內容生成領域的開拓與創新，提供業界領先的AI視覺和動作內容生成解決方案。影踪為高質量的3D建模和運動捕捉(MOSCATO)提供可與專業工作室設備媲美的高性價比解決方案。

利用其創新技術，用戶可輕鬆以自然語言劇本和視覺提示，簡易地製作和控制虛擬化身的外觀(BUVATAR)和行為(MotionGPT)。影踪的跨模態視覺內容生成解決方案(Lumino)為各種現場表演情境編織引人入勝的視覺敘事，包括音樂會、歌劇和互動藝術裝置。





Minotaur Pictures Limited

米諾陶影像有限公司

Integration of Cinema, Music, Machine Learning and Laser Design to Revolutionise Performing Arts

Minotaur Pictures Limited serves as the promotional and further research & development vehicle for “The Once and Future” project, a groundbreaking Art Tech project created through a partnership between HKBU, the Leisure and Cultural Services Department, Arts House Limited Singapore, and the Singapore National Arts Council.

The work integrates cinema, music, machine learning, and laser design that also recouped initial investment cost by its first performance, proving that cultural projects with blue-chip international partners can be not only ambitious but also profitable. The performance will be rerun with refined technology and will create digital spin-offs with extensions of the technology into video games and interactive media.

結合影視、音樂、機械學習與激光設計以革新表演藝術

米諾陶影像有限公司是藝術科技項目「末日回憶錄」項目的推廣與研發媒介。這項目是香港浸會大學、康樂及文化事務署、藝術之家和新加坡國家藝術委員會的合作成果。

公司成功結合影視、音樂、機械學習與激光設計，並於第一場演出便達至收支平衡。這個項目證明了文化項目與優秀國際伙伴的合作，不但可以在內容上精益求精，同時能夠產生利潤。此項目將再次公演，並期望加以改進技術，以開發電子遊戲與互動媒介的衍生產品。

Founder 創始人



Professor Eugene Alexander Birman | 貝臻雅教授

Acting Director and Associate Professor
Academy of Music
音樂學院副教授及署理總監

Space and Place Limited

Founders 創始人



Professor Pat Wong | 黃詠珊教授

Assistant Professor
Academy of Visual Arts
視覺藝術院助理教授



Professor Kachi Chan | 陳家智教授

Assistant Professor
Academy of Visual Arts
視覺藝術院助理教授

Empowering Heritage with 3D Reconstruction and XR Tech

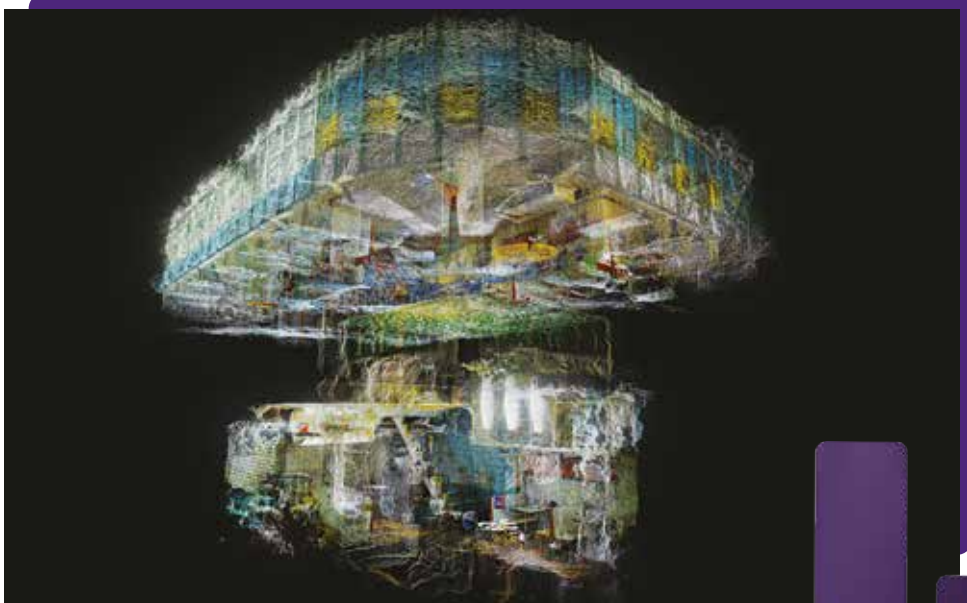
Space and Place Limited is an art and cultural tech startup with a mission to safeguard and invigorate cultural heritage through best-in-class 3D scanning technologies and interactive storytelling mediums. The company creates digital replicas of cultural artifacts and environments, making them accessible and engaging for a modern audience. Its core technology leverages Gaussian Splatting for efficient and high-quality 3D point cloud processing, offering a cost-effective alternative to traditional LIDAR scanning.

With a strong current focus on community-driven projects, Space and Place stands at the intersection of heritage conservation and the digital future, poised to become an essential partner for cultural institutions and developers.

以3D掃描技術和互動敘事媒體保育及活化文化遺產

Space and Place Limited 是一家藝術和文化科技初創企業，旨在以最頂尖的3D掃描技術和互動敘事媒體保育活化文化遺產。公司創建了文化文物和環境的數碼版本，增加對現代觀眾的吸引力。其核心技術利用高斯點雲投影進行高效且高質量的3D點雲處理，提供了一種取代傳統LIDAR掃描技術的高成本效益替代方案。

Space and Place Limited 位處於文化保育和數碼未來的交匯點，專注於社區主導的項目，並有望成為文化機構和開發者的重要合作夥伴。





Motion Expert HK Limited

Generative AI Creative Producer, as One-stop Solution for Cutting-edge AI Movie Production

Motion Expert HK Limited transcends conventional film production by leveraging generative AI technology. The company's Generative AI Creative Producer (Genai CP) strives to address industry challenges such as creativity block and burn out, budget constraints, schedule management and the absence of a systematic dissemination of knowledge and experience.

With valuable input from renowned practitioners, Motion Expert HK Limited programmes its very own Genai CP in a wide array of aspects spanning directing, script writing, producing & shooting, art & design, editing & computer graphics. To empower aspiring filmmakers, the company provides service covering creative content creations, tech-driven publishing, production management and patent & licensing. Standing at the forefront of nurturing talents, the company is also a credible learning platform by democratising access to film education.

生成式人工智能創意製片人 - 一站式尖端人工智能電影製作解決方案

Motion Expert HK Limited 以生成式人工智能技術顛覆傳統電影製作。公司的生成式人工智能創意製片人「Genai CP」致力應對包括創意瓶頸、預算限制、進度管理以及缺乏系統性知識和經驗傳承等的行業挑戰。

團隊廣納行業翹楚的寶貴知識及經驗，訓練獨有的「Genai CP」，覆蓋各個電影製作範疇包括導演、劇本創作、製作與拍攝、美術設計、剪接和電腦繪圖等。公司的業務涵蓋內容創作、技術導向發行、製作管理以及專利與授權，賦能有志從事電影製作行業的人才。Motion Expert HK Limited 不僅站在培育電影人才的前線，同時也是一個普及電影教育的權威學習平台。

Founder 創始人



Mr Norman Chan | 陳學人先生

Guest Teaching Fellow
Academy of Film
電影學院客座講師

Hydroverse Company Limited

濠科技有限公司

Empowering Wellbeing with Cutting-Edge Hydrotherapy and Sustainable Living

Hydroverse Company Limited is a dynamic startup focused on revolutionising the future of immersive wellbeing using the healing power of H2O while implementing sustainable use of natural resources. The company specialises in developing innovative and accessible solutions that enhance independence, convenience, and well-being, such as smart water misting shower systems and automatic hair washing systems with voice-controlled interfaces.

Committed to inclusive design, Hydroverse's products cater to individuals with mobility limitations and special needs, providing a spa-like experience. The company is also exploring the development of hydrotherapy products that offer therapeutic benefits and promote relaxation.

尖端創意水療技術，賦予健康與綠色生活

濠科技有限公司是一家充滿活力的初創公司，致力於利用水的治癒能力，在實現自然資源可持續利用的同時，徹底改變未來的沉浸式健康生活。我們專注於開發創新、便捷的解決方案，以增強獨立性、便利性和舒適性。產品系列包括智慧水霧淋浴系統及帶語音控制淋浴介面的自動洗髮系統。

濠科技有限公司強調包容性設計原則，確保我們的產品可以滿足不同身體條件的人的需求，為用家提供媲美水療的體驗。此外，公司亦積極探索開發水療產品，為客戶提供治療功效，促進身心的療養。

Founder 創始人



Professor Anna Qin | 秦葉茵教授

Assistant Professor
Academy of Visual Arts
Assistant Dean (Teaching and Learning)
School of Creative Arts
視覺藝術院助理教授及
創意藝術學院助理院長(教與學)





Domain Technology Limited

多曼科技有限公司

Safeguarding and Shaping Applications of AIGC

Domain Technology Limited is a startup focused on improving the governance of Artificial Intelligence Generated Content (AIGC). The company develops innovative solutions to tackle challenges such as misinformation, bias, and misuse, ensuring AI technologies are used ethically and responsibly. By creating tools for monitoring and regulating AIGC, Domain Technology assists organisations and governments in maintaining transparency and accountability.

The company fosters collaborations among policymakers, industry leaders, and the public to promote the establishment of global standards and best practices for AIGC governance. Additionally, it places a strong emphasis on education and public awareness, offering resources that help users understand and navigate the complexities of AIGC responsibly. Through its initiatives, Domain Technology strives to balance innovation with ethical considerations, ensuring AIGC contributes positively to society while minimising potential risks.

守護並引領人工智能生成內容的應用

多曼科技有限公司是一家致力於提升人工智能生成內容 (AIGC) 治理的初創公司。公司開發創新解決方案，以應對虛假資訊、偏袒和濫用等挑戰，確保人工智能技術的應用符合道德並具備責任感。多曼科技創建了用於監控與規範 AIGC 的工具，協助企業和政府維持資訊透明度和可靠性。

透過促進政策制定者、業界領袖與公眾的合作，多曼科技推動建立全球性的 AIGC 治理標準與最佳實踐。此外，公司亦重視教育和提升公眾意識，提供資源幫助用戶理解並妥善應對人工智能生成內容的複雜性。通過這些努力，公司致力在創新與道德考量之間取得平衡，確保 AIGC 為社會帶來積極貢獻，同時降低其潛在風險。

Founder 創始人



Professor Wan Renjie | 萬人杰教授

Assistant Professor
Department of Computer Science
計算機科學系助理教授



ADVANCING CINEMATIC EDUCATION WITH INNOVATIVE TECHNOLOGY

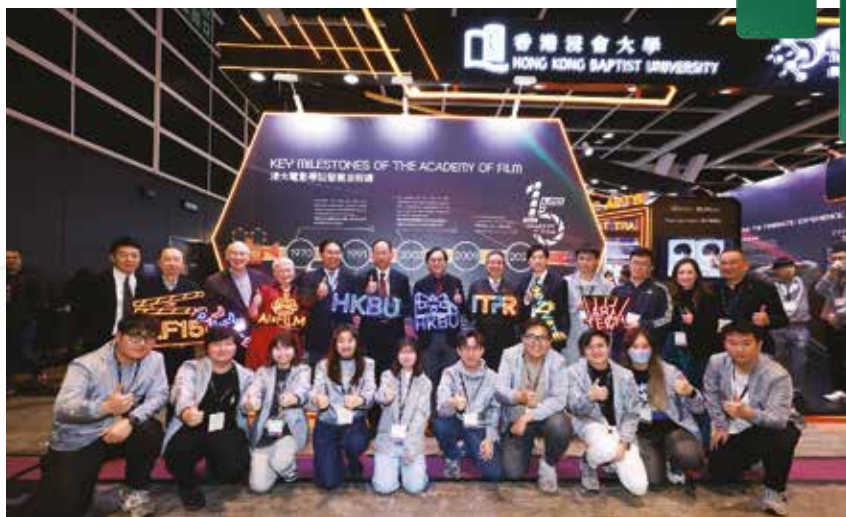
推動電影教育 注入創新科技

Glorious Past and Dynamic Present of the Academy of Film

浸大電影學院承先啟後 桃李豐碩

The Academy of Film (AF) at HKBU stands as a beacon of cinematic excellence, celebrating its glorious past and dynamic present. With a legacy of prestigious award-winning achievements, AF's talented alumni, dedicated faculty, and ambitious students have left an indelible mark in the history of Hong Kong's film culture and industry. They have garnered top honours at illustrious international film festivals such as the Golden Horse Awards, Pusan International Film Festival, and Venice Film Festival. The academy has nurtured visionary filmmakers such as Felix Chong Man-Keung, Herman Yau Lai To, Lawrence Cheng, Poon Hang Sang, Steve Chan, Oliver Chan, Norris Wong and Rachel Leung, who have become prominent figures in the industry. Embodying a rich heritage and a vibrant future, AF continues to inspire and open the new horizons of cinema.

浸大電影學院(學院)是電影藝術的殿堂，擁有輝煌的歷史和充滿活力的現在。學院才華洋溢的校友、教職員和學生們在全球舞台上贏得了無數榮譽，包括金馬獎、釜山國際電影節和威尼斯電影節等國際頂級電影節的大獎，在香港電影文化產業歷史中留下璀璨印記。學院培養了諸如莊文強、邱禮濤、鄭丹瑞、潘恆生、陳志發、陳小娟、黃綺琳和梁雍婷等業界傑出人物。學院擁有堅實的基礎，將繼續激勵和拓展電影的未來。



Nomination List of the 43rd Hong Kong Film Awards

第43屆香港電影金像獎提名名單

Congratulations to the following HKBU academic, teaching staff and alumni for being nominated for Hong Kong Film Awards this year:

恭喜以下浸大教職員、講師和校友獲得本屆金像獎提名：



	Film 電影	Award Nomination 提名獎項
Amy Chin 錢小蕙 Alumna 校友	Papa 《爸爸》	- Best Film 最佳電影
Chan Hing Kai 陳慶嘉 Guest Lecturer 客席講師	Love Lies 《我談的那場戀愛》	- Best Screenplay 最佳編劇
Cheung Yiu Ho, Wave 張耀豪 Guest Lecturer 客席講師	The Moon Thieves 《盜月者》	- Best Visual Effects 最佳視覺效果
Chung Suet Ying 鍾雪瑩 Alumna 校友	The Way We Talk 《看我今天怎麼說》	- Best Actress 最佳女主角
Ho Ying Ngai, Daniel 何英毅 Alumnus 校友	An Abandoned Team 《得寵先生》	- Best New Director 新晉導演
Rachel Leung 梁雍婷 Alumna 校友	The Last Dance 《破。地獄》	- Best Supporting Actress 最佳女配角
Wong Sau Ping, Adam 黃修平 Associate Professor of Practice 專業應用副教授	The Way We Talk 《看我今天怎麼說》	- Best Film 最佳電影 - Best Director 最佳導演

The Future of Cinematic Education: Leading the Way in Film Industry Evolution

未來電影教育：引領電影業蛻變

This year, the Academy of Film (AF) will embark on an ambitious project to upgrade its two sound stages into state-of-the-art virtual production studios. This groundbreaking transformation will revolutionise AF's curriculum for both undergraduate and taught master programmes, integrating cutting-edge technologies such as virtual production, motion capture, artificial intelligence, virtual reality, and AI digital humans.

Additionally, AF will establish a dedicated laboratory for future cinematic education, positioning itself as a leader in innovative film education. This bold initiative promises to inspire and cultivate the next generation of filmmakers, ensuring they are equipped with the skills and knowledge to excel in the ever-evolving cinematic landscape.

今年，浸大電影學院（學院）將展開一項令人振奮的計劃，將其兩個攝影棚升級為最先進的虛擬製作工作室。這一突破性的轉型將徹底革新學院的本科及授課式碩士課程，將虛擬製作、動作捕捉、人工智能、虛擬現實和AI虛擬化身等前沿技術納入課程結構。

此外，學院將建立一個專門用於未來電影教育的實驗室，奠定其在創新電影教育領域的領導地位。這一大膽舉措將激勵和培養新一代電影製作人，為他們裝備在不斷變革的電影界中脫穎而出的技能和知識。



Concept Image: Image courtesy of Shenzhen Aoto Electronics Co., Ltd.

概念圖片：由深圳奧拓電子股份有限公司授權提供

Programmes of the Academy of Film

浸大電影學院課程

Master of Philosophy / Doctor of Philosophy 哲學碩士/哲學博士課程



AF admits outstanding MPhil/PhD candidates interested in Cinema and Television History; Auteur Studies; Critical Theory and Cultural Studies; Sinophone Cinema; Gender, Identity and Sexuality; Media Industries and Platform Studies; Fans and Audiences; Media Globalisation and Post-colonialism.

學院招收對以下領域有興趣的優秀學生：電影與電視歷史、作者論研究、批判理論與文化研究、華語電影、性別、身份與性議題、媒體產業與平台研究、粉絲與觀眾研究、媒體全球化與後殖民主義。

Master of Arts in Producing for Film, Television and New Media 影視與新媒體製片管理文學碩士課程



This one-year full-time programme was launched in 2013. As the first-of-its-kind in Greater China, it aims to meet the demand for professionals with high language proficiency and in-depth knowledge of the film, television, and new media production process. The programme cultivates students' creativity, independent thinking, and operational skills.

Graduates are prepared for management roles in contracting, producing, promotion, distribution, marketing, and exhibition within the film, television, and new media industries in Hong Kong, Greater China, and globally. The programme is sponsored by the University Grants Committee's Targeted Taught Postgraduate Programmes Fellowships Scheme, which supports local students in pursuing further studies in key areas for Hong Kong's development.

課程於2013年起開辦，是一年制的全日制修課式研究生課程。本課程是大中華地區首個此類課程，旨在滿足對具備高語言能力和深入了解電影、電視及新媒體製作流程的專業人才的需求，培養學生的創造力、獨立思考和操作技能。

畢業生可在香港、大中華地區及全球的電影、電視和新媒體行業中擔任合同、製作、推廣、發行、營銷和展覽等管理職位。本課程獲得大學教育資助委員會(UGC)的「指定授課式研究生課程獎學金計劃」資助，旨在吸引更多優秀本地學生在對香港發展有利的重點領域進修。



Master of Fine Arts (in Film, Television and Digital Media)

電影電視與數碼媒體藝術(製作)碩士課程



This three-year, full-time programme leads to a terminal degree in creative media production. It is the first-of-its-kind in the Greater China region. Graduates of this programme will become media professionals with artistic sense, social responsibility, and international vision. Some of their career goals will be producers, directors, screenwriters, and other professional areas in the media industry. Graduates with an MFA degree are also eligible to teach at college level in certain higher education communities.



課程是一個為期三年的全日制課程，帶領學生獲得創意媒體製作的最高學位，同時是大中華地區首個同類型課程，從藝術、創意科技、製作以及學術多方面，培養影視與媒體工業所需，並具國際視野及社會責任的專業人才。畢業生除了可擔任影視數碼媒體編導、管理、發行等相關職位外，亦可在大學任教製作課程。

Bachelor of Arts (Honours) in Film and Television

電影電視文學士(榮譽)學位課程

The programme equips students with the knowledge and skills for careers in creative industries such as film, television, and commercial audio-visual production. It also provides theoretical training in cinematic arts. We offer two options:



Professional Option: This option focuses on both professional and conceptual film education. It includes courses in film history, production, editing, scriptwriting, and directing, aiming to nurture well-rounded filmmakers. Students can also choose from a variety of electives to tailor their education to their interests.

Liberal Studies Option: This option emphasises whole-person development, integrating a broad-based education with film studies.

課程致力培訓學生日後投身電影、電視、廣告及其他視聽製作行業所需的技能與知識，並提供電影藝術的理論培訓、歷史與產業現狀的介紹與探討。我們提供兩個選項：

專業選項：旨在加強電影學生的專業和概念訓練。為培育學生成為全方位的電影製作人，學生將會學習電影史、製作、剪接、劇本編寫及導演等科目，同時亦提供多樣的選修課程，讓學生按自己的興趣進行選擇。

通識選項：著重學生的全人發展，結合廣泛教育與電影研究。



Bachelor of Fine Arts (Honours) in Acting for Global Screen

環球螢幕演技藝術學士(榮譽)學位課程



It is a unique, international, interdisciplinary state-of-the-art Bachelor of Fine Arts programme in acting, which combines acting training and performance studies, technology understanding and contemporary cultural reflection in its curriculum. It aims to be the most competitive undergraduate programme in acting performance, with cross-cultural and global enrichments that meet the needs of stage acting, acting with media technology and acting for screen in film industries for both local and non-local students.

課程是一個獨特、國際化且跨學科的表演藝術學士學位課程，課程內容結合了表演訓練與表演研究、科技理解以及當代文化反思。課程旨在成為最具競爭力的表演藝術本科課程，提供跨文化與全球化的學習體驗，以滿足本地及非本地學生在舞台表演、媒體科技表演及影視表演領域的需求。

Programme of Department of Interactive Media

浸大互動媒體系課程



Bachelor of Communication (Hons) in Game Design and Animation

傳理學學士(榮譽) - 遊戲設計與動畫主修

This major prepares students for an expanding media landscape of game design and computer animation. The holistic learning experience will equip students for a wide range of career opportunities in digital entertainment, arts and culture, as well as to prepare them for more advanced study. The curriculum comprises fundamental courses in game design and animation; from drawing and animating for storytelling to coding, programming and mathematical concepts, as well as social and historical studies of game design and animation.

此主修課程為學生在遊戲設計與電腦動畫不斷擴展的媒體領域中做好準備。這全面的學習體驗將裝備學生在數碼娛樂、藝術和文化領域獲得廣泛的工作機會，並為更高階的學習做好準備。課程包括遊戲設計和動畫的基礎課程，涵蓋從繪畫和動畫敘事到編碼、程式設計和數學概念，以及遊戲設計和動畫的社會和歷史研究。

Transdisciplinary Undergraduate Programmes

跨學科本科課程

Bachelor of Arts (Honours) in Business Administration (Global Entertainment)

工商管理文學士(榮譽)(全球娛樂)課程



This programme aims to nurture collaborative and impactful business leaders who are well-versed in both creative industries and entertainment business. It adopts a highly flexible structure and takes students through a series of transdisciplinary common core courses and knowledge specific common core courses in the first two years and allows students the flexibility and free options to explore the range of theory and research across the disciplines of arts and business in the senior years. Students will have an option to study elective courses related to content development, finance, marketing, administration, circulation, audience development, public engagement, education, curation and beyond.

課程致力培育精通於創意及娛樂業務，兼擅長協作和具影響力的商業領袖。課程架構靈活，首兩個學年涵蓋一系列跨學科和特定知識的核心課程，同時給予學生選科的靈活度，在高等級可以探索跨越藝術及商業的範疇的科目，探索不同理論和研究。學生可自由選修有關內容開發、金融、市場營銷、行政、發行、觀眾拓展、公眾參與、教育、策展等課程。



Bachelor of Arts and Science (Honours) in Arts and Technology

藝術及科技文理學士(榮譽)課程

The arts and culture sector and creative industries have seen rapid development in Hong Kong and the Mainland. There is a need for art specialists who can fill the present and future positions and push for the future forms of arts and culture and creative industries. This programme will educate students who are well-versed not only in arts and culture but also in technology. The programme will be open to students from all academic backgrounds. It targets at tech-savvy students who wish to pursue a career in applying technologies in the creative industries and arts and culture sector.

香港與內地的藝術文化領域及創意產業發展迅速，對能夠勝任當前與未來職位的藝術專才需求日益增長，並推動藝術文化與創意產業的未來形態。課程旨在培養兼具藝術文化知識與科技素養的學生，對所有學術背景的學生開放，特別適合對科技運用有興趣，希望在創意產業及藝術文化領域中應用科技，並發展相關職業的學生。

HKBU Art Tech Facilities

浸大藝術科技設施



HKBU Visualization Research Centre

浸大視覺化研究中心



HKBU Motion Capture and Visualization Laboratory

浸大動作捕捉與可視化實驗室



CHRYSLIS - HKBU Art Tech Incubation Hub

CHRYSLIS - 浸大藝術科技孵化中心



HKBU Jockey Club Campus of Creativity (JC³)

浸大賽馬會創意校園



HKBU Life Science Imaging Centre

浸大生命科學成像中心







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