

# Kallos Studios Technology Collaborations in Hong Kong and China



# About our US company

- Founded in San Diego area at 2007
- Contracted work with major US game publishers, and the DND0/Homeland Security
- Game development for Xbox 360, PS3, PC & mobile devices
  
- Challenge to secure additional funding for technology development
- Less growing business opportunities



# Products & Partners



# Why Choose Hong Kong

- Simple and low taxation and lower operation costs
- Gateway to do business in China
- Hong Kong Science and Technology Parks
  - Outstanding office space and facilities
  - Business networking opportunities
- Hong Kong Government
  - The Small Entrepreneur Research Assistance Program
  - Patent Application Grant
  - The SME Export Marketing Fund



# Kalloc Studios in Hong Kong

- Established our office in Hong Kong at 2009
- Accepted as a tenant in Hong Kong Science Park
- Received funding from Hong Kong Government
- Participated in Asia Game Show & SIGGRAPH in 2011
- Our technology won Gold award from 2012 Geneva Inventions
- Filed patents for US, Hong Kong and China 2012
- Collaborated with local Hong Kong company, UCAN –Culturecom creating a large social gaming platform 2013



# Opportunities moving forward

- Commercial applications
  - BIM application for architecture and construction
  - Interior design & home decoration tools
  - 3D simulation for law enforcement training
  - City and urban planning tools
  - Interactive 3D demonstration for real estates business
- Mobile apps for games and more
  - High performance mobile engine utilizing the latest multi-core hardware
  - Support our proprietary PC engine via mobile devices



# Challenges

- Products marketability for China and Asia market
- Protect our technology from illegal copying
- Find and retain local talent for long-term technology development
- Find reliable and motivated partners to expand our operation in China



# Strategies

- Build a strong name worldwide
- Collaborate with IT companies utilizing encryption and cloud computing to protect our software
- Work with Science Park to aid our local HK recruiting effort as well as taking advantage of its business network
- Secure and utilize more HK Government funding to further expand our technology and tool sets





# Conclusion

- Hong Kong has a lot to offer in helping the technology development including funding, networking opportunities, talent recruitment, and professional services
- Confidence of commercialization of our technology with the Science Park and Hong Kong government support
- Ability to start the business in mainland China due to the fact of our Hong Kong business establishment



# Thank You!

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