

## PRESS RELEASE 新聞稿

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### The Brand New Hong Kong Pulse Light Show Offers Multi-sensory Animated Experience

**Media can download the press release and other materials from the HKTB website:**

- Video & photos : <ftp://2017HKPulse-b:445566@ftpsvr01.hktb.com/> (valid until 8 September 2017)
- Press release : [http://partnernet.hktb.com/en/about\\_hktb/news/press\\_releases/index.html](http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html)

The Hong Kong Tourism Board (HKTB) will stage the brand new Hong Kong Pulse Light Show every evening from tonight (11 August) to 2 September at the facades of the Hong Kong Cultural Centre and the former Kowloon-Canton Railway Clock Tower. The brand new Hong Kong Pulse Light Show is an exhilarating multimedia show that combines spectacular lighting effects, 3D projection mapping and multi-sensory playful elements. This spectacular show will touch every sensory point from different angles in the Open Piazza at the Hong Kong Cultural Centre.

To coincide with the ICBC (Asia) Hong Kong Summer Fun, the show features the diverse experiences in Hong Kong's summer. The characters featured in the story namely the Dragon, the Rooster and the local delicacies including egg waffles, pineapple buns and dim sum will jump off screen into the real world in the shape of light sculptures and giant floating creatures to meet the public. In addition, the show specially incorporates laser beams, bubbles and smoke effects to further enrich visitors' senses and their emotional connection with the dynamic pulse of Hong Kong.

To add to the excitement, there will be an interactive "Wake Up the Dragon" game. The former Kowloon-Canton Railway Clock Tower will become a giant stepper where visitors can participate in a stepping competition on the spot, and compete to "wake up" the LED dragon in the pool. The colourful reactions of the flying dragon will be projected on the Clock Tower. A flying dragon will appear every evening in different styles. Visitors are welcome to capture all 12 styles and share with families and friends via social media with the hashtag #HKPULSE.

#### About Hong Kong Pulse Light Show

<b>Dates:</b>	11 August – 2 September 2017
<b>Sessions :</b>	8:20 pm, 8:40 pm, 9:00 pm, 9:20 pm and 9:40 pm every evening (approximately 7-8 minutes per session)
<b>Vantage Point :</b>	Open Piazza, Hong Kong Cultural Centre, Tsim Sha Tsui, Kowloon
<b>Details :</b>	Please refer to the website <a href="http://DiscoverHongKong.com/hkpulse">DiscoverHongKong.com/hkpulse</a>

### Photo Caption 1 & 2



The brand new Hong Kong Pulse Light Show is staged in the Hong Kong Cultural Centre and the Clock Tower. Chairman of the HKTB Dr Peter Lam (Right) and Secretary for Commerce and Economic Development Mr Edward Yau (Left) officiate at the launching ceremony.

### Photo Caption 3



Group photo of (Left to Right) Deputy Commissioner for Tourism Mr Aaron Liu, Board Member and Product & Event Committee Member of the HKTB Mr Paulo Pong, Board Member and Product & Event Committee Chairman of the HKTB Sir Wayne Leung, Secretary for Commerce and Economic Development Mr Edward Yau, Chairman of the HKTB Dr Peter Lam, Commissioner for Tourism Ms Cathy Chu, Member of the Legislative Council (Tourism Sector) Hon Yiu Si-wing, Board Member and Product & Event Committee Member of the HKTB Mr Winston Chow, Board Member and Marketing & Business Development Committee Member of the HKTB Ms Margaret Fong and Ms Becky Ip, Deputy Executive Director of HKTB.

#### Photo caption 4



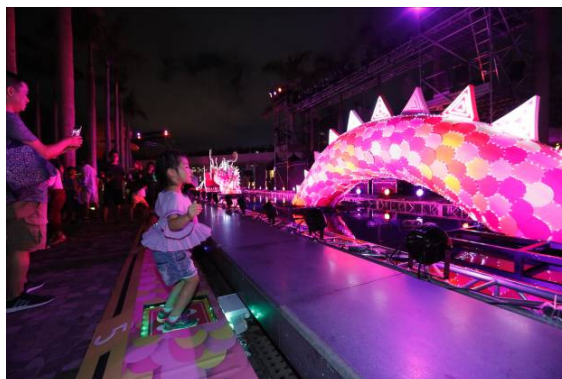
The brand new Hong Kong Pulse Light Show combines spectacular lighting effects, 3D projection mapping incorporating with laser beams, bubbles and smoke effects to enrich visitors' senses.

#### Photo Captions 5



Local delicacies of the show including egg waffles, pineapple buns and dim sum jump off screen into the real world in the shape of light sculptures and giant floating creatures to meet the public.

## **Photo Captions 6-7**



Visitors can participate in a stepping competition, “Wake Up the Dragon” on the spot and compete to “wake up” the LED dragon in the pool. The colourful reactions of the flying dragon are projected on the Clock Tower.

(For more details about the ICBC (Asia) Hong Kong Summer Fun, please visit the HKTB website: [DiscoverHongKong.com/SummerFun](http://DiscoverHongKong.com/SummerFun))

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