

### 3-D computer game to promote IP protection

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The Intellectual Property Department (IPD) today (August 20) launched a brand new medium to promote intellectual property (IP) messages - an action-packed 3-D computer game.

This exciting and creative computer game, entitled "Anti Piracy Action Team" (APAT), was developed by the Hong Kong Polytechnic University. The idea was to make full use of the latest interactive computer technology to convey copyright protection ideas to young people, and to showcase Hong Kong's ability in the design and production of high quality electronic games.

The story of APAT occurs in the 21st Century, a period in which the intellectual property rights infringement is dreadfully serious. The actor of this computer game, Bruce Pak, is an elite surveillance officer. He is sent from the 21 century back to the present via a time machine to carry out an operation to combat the piracy syndicate - "the Black Wolf Gang".

To provide a local and acquainted atmosphere to the players, this first-person action game also features a 3-D virtual environment of Hong Kong.

The acting Director of Intellectual Property Department, Mr Peter Cheung, said, "APAT is specially designed for youngsters aged 10 and above. We believe that this entertaining computer game will be a more effective medium to publicise our IP messages to our youngsters, who would prefer to acquire the knowledge in a lively manner rather than reading long articles.

"By answering a number of quizzes while adventuring the cyber world, our young people will be able to enrich their knowledge on the protection of intellectual property more effectively," Mr Cheung said.

The game will be produced in CD-Rom format for free distribution to schools and non-Government organisations in Hong Kong. It is also available at the website of the IPD at [www.info.gov.hk/ipd/eng/news/news/news.htm](http://www.info.gov.hk/ipd/eng/news/news/news.htm).

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