

# Perfect World CEO: Decoding High-quality Development of Culture Industry with "Culture + Technology"

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BEIJING, CHINA, September 7, 2021 /EINPresswire.com/ -- On September 4, China Cultural Industry Development Forum was held in Beijing in the sideline of the 2021 China International Fair for Trade in Services ([CIFTIS](#)).

As the main forum on the thematic exhibition of tourism services of the 2021 CIFTIS, the forum was participated by top academics and representatives of leading enterprises both in China and abroad. The forum discussed the synergetic development of technology and the culture industry from three dimensions of "collaborative innovation, integrated development, optimization and upgrading."

Dr. Robert H. Xiao, [Perfect World](#) CEO was invited to attend and delivered a keynote speech at the forum. He said that culture enterprises and practitioners should take national policies and industry trends into consideration and focus on high-quality development in the culture industry.

With the support of national policies, China's culture industry has been thriving and prosperous, and has become a pillar industry. "As a cultural enterprise, we need to cooperate with the country's major policies and carry out innovative practices in accordance with industry trends," said Dr. Xiao.

Perfect World has an excellent performance in applying cutting-edge technologies, promoting cultural values, and fulfilling social responsibilities. Its newly launched mobile game Fantasy New Jade Dynasty applied AI technology and Dolby Panoramic sound effects, making it the world's



Dr. Robert H. Xiao addresses the China Cultural Industry Development Forum on September 4.

first RPG mobile game with Dolby Panoramic sound effects.

Additionally, Perfect World E-sports also used display technologies including AR/VR/MR in its e-sports competitions to provide a brand new experience for both players and the audience.

In the meantime, Perfect World's self-developed ERA game engine was ranked CIFTIS' technology innovation demonstration cases for filling the gap in the R&D of China's next-generation 3D 5G cloud game engine. A number of ERA's key technologies also play a positive role in promoting the overall technological level of China's game industry.

In addition to developing cutting-edge technology, Perfect World pays special attention to the cultural connotation of its products.

"Inspired and nurtured by traditional Chinese culture, Perfect World takes spreading Chinese culture as one of our responsibilities," said Dr. Xiao. "This is the 'culture consciousness' and 'culture confidence' we've been upholding, and this is also a consciousness in inheriting and innovate the traditions," he stressed.

In the video game sector, Perfect World developed a world-class boutique IP Unruly Heroes, which is adapted from the classic Chinese novel 'Journey to the West.'

Under the promotion of Perfect World, DOTA2 launched "Monkey King," the first hero derived from a classic Chinese novel, which gained great popularity from players all around the world.

Perfect World also reached strategic agreements with local cultural authorities in tapping tourism and cultural resources via digital technology.

The "14th Five-Year Plan" emphasizes the integrated development of the culture and tourism industries. Perfect World will help the traditional tourism industry with digital upgrades via gamified immersive experience. Eyeing on the long-term development of the culture industry, Perfect World also makes efforts in cultivating and providing talents for video game development, e-sports, and digital creativity.

2021 marks the first year of the "14th Five-Year Plan," and China's culture industry is facing new opportunities and challenges. Dr. Xiao said that on the one hand, Perfect World will combine excellent cultural resources and frontier technologies to create digital cultural products with more cultural connotation and high-tech sense; on the other hand, the enterprise will respond to the calls on rural revitalization and carbon neutral to make a contribution to building a bright future for mankind.

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