

Perfect World on display at 2021 CIFTIS, showcasing new charm of "Culture + Technology"

Perfect World Investment & Holding Group will be seen in both exhibition areas

BEIJING, CHINA, September 7, 2021 /EINPresswire.com/ -- Jointly held by the Ministry of Commerce and the government of Beijing Municipality, the 2021 China International Fair for Trade in Services ([CIFTIS](https://www.ciftis.com/)) kicked off on September 2 in Beijing. Themed in "Towards digital future and service-driven development," the event brought together more than 10,000 companies from 153 countries and regions online and offline.

The CIFTIS this year is comprised of the comprehensive exhibition and thematic exhibition, in which, the comprehensive exhibition is in the National Convention Center, and the thematic exhibition is in Shougang Park.

A digital service area has been set for the first time in the CIFTIS to promote the high-quality development of the digital economy and trade. In addition, this year's CIFTIS integrated cultural services and tourism services into the thematic exhibition of cultural and tourism services for the first time, exhibiting new products, technologies, and services in the cultural industry and tourism.



The booth of Perfect World at the 2021 CIFTIS



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[Perfect World](#) Investment & Holding Group will be seen in both exhibition areas, where Perfect World's diversified business sectors are exhibited including movie & TV, games, e-sports, cinemas, animation, education, All History, All Now, All Future (Perfect Parent-child), Perfect Lingo, 88 Perfect Mail, as well as the Group's cutting-edge technology, demonstrating the charm of "culture + technology."

In the field of games, mobile games such as Return of the Condor Heroes II, Fantasy New Jade Dynasty, and Tower of Fantasy are on display. Mobile game Fantasy New Jade Dynasty integrated traditional Chinese cultural elements such as Sichuan embroidery and oil paper umbrella, showcasing the beauty of traditional Chinese cultural elements. In terms of technology, the game uses data acquired and analyzed by an AI server to generate NPC in the game, providing gamers with a real and natural interactive experience. The game also applied Dolby Panoramic sound effects, making it the world's first RPG mobile game with Dolby Panoramic sound effects.

In addition to pictures and games, other famous products of Perfect World are also on the display, such as Pixel Seed Digital and Art Education Base, Global Youth Leaders Laboratory, and other products of Perfect World Education. And the debut of All History, All Now, All Future (Perfect Parent-Child), Perfect Lingo, and Perfect Marriage at the CIFTIS demonstrates the innovation and incubation capability of Perfect World in diversified business sectors.

Another blockbuster of Perfect World is ERA, which was ranked CIFTIS' technology innovation demonstration cases. ERA is a game engine independently developed by Perfect World. With its world's first-class parameters in terms of technology, ERA has been in the leading position in China and the world's gaming industry. Many gaming products developed via ERA have been mature and launched in many countries and regions. The honor showcases Perfect World's profound tradition in independent research and development, as well as its advantages among its peers.

In 2020, Perfect World reached a strategic alliance with the Huawei Harmony OS system to adapt ERA to Harmony OS.

ERA will fill the gap in the R&D of China's next-generation 3D 5G cloud game engine, and a number of its key technologies will promote the overall technological level of China's game industry, and these technologies will be applied to other industries such as manufacturing, construction, pictures, education, advertising, retailing, and other business sectors.

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