

Empowering Strong Visual Statements via Technology

disguise helps creatives and technologists produce spectacular visuals for live, online and hybrid events.



Making an impact often necessitates robust visualisation. disguise has two decades of experience in that arena. It has evolved from producing concerts in the UK to becoming the go-to company for everything that requires visual impact, from product launches to corporate conferences. COVID-19 has catapulted its -extended reality development as events and production moved online.

Pandemic as extended reality accelerator

"The pandemic accelerated our growth towards virtual production," said Kevin Li, Former Technical Solutions Manager - APAC with disguise. "We offer a software and hardware solution. Our 3D software runs on top of our servers and help people to imagine, create and deliver spectacular visual experiences. We achieve this through extended reality offering—or xR. By applying LED screens and working with real time rendering engines, we teleport audiences through the camera lens into a completely different space. We see the pandemic accelerating demand for virtual or hybrid events and we are pushing ourselves to fulfill some of those needs."

disguise chose Hong Kong as its regional headquarters as the city is right at the doorstep to Mainland China via the Guangdong-Hong Kong-Macao Greater Bay

Area (GBA). "Hong Kong serves as a bridge between the Western world and China; it is a regional hub for us to manage businesses in Mainland China and connect with our global network," explained Alan Lam, disguise's Vice-President for Asia Pacific. "It has unique benefits: good infrastructure, international banking and lots of information exchange between the West and China. Our Hong Kong office serves as the Asia Pacific centre for sales & marketing, technical support and warehousing. It was a no brainer to set up in Hong Kong."

Nurture local talent for regional expansion

disguise employs 30 staff members in the Asia Pacific region with 15 of those working in Hong Kong, and partners with local universities to cultivate talent and develop its burgeoning team. "People in Hong Kong are very keen to embrace innovation and change," observed Zinah Nur Sharif, disguise's Head of APAC Marketing and Operations. "Everyone is on the lookout for what is new in their industry. They don't shy away from something they are not familiar with, and universities here are developing curriculum that introduces xR technologies. It has been really encouraging to see people here taking the initiative."

Going forward, disguise will concentrate on Hong Kong, Mainland China and Korea,

its fastest growing markets. It also plans to train more certified trainers and operators, and expand its software and hardware capacity from English to other Asian languages.. "We are planning to set up our Shenzhen office this year," revealed Lam. "It is a strategic move as many of our target clients—LED manufacturers, event agencies and public relations firms—are located in the GBA. We want to service them closely."

Since disguise opened in Hong Kong, InvestHK has assisted the company's growth. "InvestHK plays a vital role to support international companies and connect them with the right networks," stated Nur Sharif. "It is crucial for us to maintain the relationship and connection with InvestHK—to network with contacts throughout the region, to grow and to nurture local talent and partnerships."

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- Founded in 2000 and headquartered in London, disguise provides a platform for creatives and technologists to realise spectacular visual experiences utilising its extended reality offering
- Its Hong Kong office was established in 2016 and serves as the regional headquarters for the Asia Pacific Region, supporting offices in Beijing, Shanghai, Seoul and Tokyo

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