

The Perfect Launch Pad for Creative and Technology Business

Deep talent pool, dynamic market, mature IT and legal infrastructure make Hong Kong the global headquarters for VR company Shadow Factory.



Shadow Factory is a full-stack digital media production studio specialised in providing story-driven immersive experience solutions for commercial customers, including virtual, augmented, and mixed reality experiences, 360 degree videos, web & mobile applications, game development, and digital media partnerships. Since its inception in 2016, the company has experienced rapid growth and is now a medium-sized agency comprising creative and technology professionals in Hong Kong. Centrally located in Asia, the company serves a portfolio of international clients based in Hong Kong, Macao, North America and Japan ranging from entertainment and retail to industrial industries.

"Hong Kong is an ideal location where one can comfortably reach entertainment and industrial markets regionally in Asia as well as global brands and corporates, all from the same place. With such market dynamic, together with other perks such as high-speed internet and mature legal and IP infrastructure, Hong Kong offers a unique opportunity for us," said Devin Ehrig, Co-founder.

Coming from film and animation background in the US and seeing VR as one of the most powerful mediums of audience engagement, the founders realised that Hong Kong is the perfect launch pad for their VR business, and decided to make the city their global headquarters.

"Hong Kong is where we started," he added, "we have fantastic people here as there is such a sophisticated creative industry in Hong Kong. Our team is majority Hong Kong born and raised, multi-cultural and well-trained professionals. The diversity from Hong Kong is what gives us the global edge."

Ehrig also believes that the fast-growing gaming industry in Asia has created ample opportunities. Last year the company made a foray into VR games after the success of developing VR gaming applications for clients. "We have developed and published our original games and will be organising a South East Asian regional eSports tournament for a client this summer. With in-house specialists to design and

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develop games and regional campaigns for developers, publishers, and sponsors, we are confident that gaming will be a new revenue stream for us," Ehrig enthused.

In just a few years' time, Shadow Factory has grown from four staff members to a team of 60 in Hong Kong. The team is comprised of major functions such as technical production, brand & marketing, business development, and project management. The company recently expanded its operations to Canada and the United States, and is looking to developing the South East Asian market.

Invest Hong Kong has been assisting Shadow Factory to expand its business network, facilitating business collaboration between the company, potential clients and business partners from Hong Kong and overseas.

Shadow Factory

- Established in 2016 and headquartered in Hong Kong
- A creative media production studio specialised in providing story-driven immersive experience solutions for commercial customers
- All immersive content and technology development produced in Hong Kong

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