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6 April 2021

#TECH: Vivo Unveils Short Film Shot with Its New Phone



'The Incident' screening at One Utama.

KUALA LUMPUR: Vivo recently screened a short film titled The Incident that was inspired by a true story featuring the company's latest Vivo X60 Pro phone, co-engineered with ZEISS.

The Incident kicks off Vivo's Visual Creator Campaign by telling a touching story of a single mother who took the parenting role single-handedly after the demise of her spouse during the Covid-19 pandemic.

The short story aims to shine a light of hope during the unfortunate circumstances and at the same time inspire her.

The Incident's director and recipient of the Golden Horse Award for Best New Director, Chong Keat Aun said "It is heartening to see Malaysians helping one another amidst a new normal which has yet to precede us. As we learn to adapt and do so with the strength lent by the ones around us, we look forward to a new day with a renewed light of hope.

"This has been our source of inspiration for the film and we wanted to depict a story which is true to Malaysians in these times. Through the Vivo X60 Pro, we were able to bring this idea to life and it truly marks a new era for budding filmmakers who are looking to unleash their creativity and share it with the world," he said.

After the Vivo X60 series' launch on March 22, 2021, its features were well demonstrated throughout the entire film from steady shots to crystal clear shots each time

With the Gimbal Stabilisation 2.0 feature, Extreme Night Vision 2.0 feature for the night shots, Vivo X60 Pro is able to give great shots to that bring the short film to life

The short film features Malaysia's 2015 Miss Universe finalist, Pauline Tan that plays Yee Cheng, a single mother; while Adibah Noor and Yuen Teng make a cameo appearance and a newcomer, Phia Chandler plays a young boy with perseverance despite the hardships in life.

In addition, the heart-rending visuals are accentuated by a tuneful soundtrack titled "Light of Hope" composed by Yise Loo and director Chong Keat Aun.

The audio was sung by a Malaysian singer, Firdhaus Farmizi, or also known as Fei Dao Er in China. His songs gain popularity on Douyin, which catapults the singer to stardom.

The short film kickstarts Vivo's Visual Creator campaign to invite Malaysians to become visual creators from their natural talent.

"During this pandemic, we have seen Malaysians come together to showcase their creativity, be it through the form of art, music, fashion, or photography. Through the Visual Creator campaign, we hope to inspire artistic Malaysians to demonstrate their unique talents and champion their artform of photography and videography by participating in the different phases of the campaign. With the Vivo X60 Series in hand, we hope to elevate their capabilities and unleash their truest potential, turning mere ideas into life," said Vivo Malaysia's chief executive officer, Mike Xu.

With the second phase of the Visual Creator campaign commencing in early April, Vivo is collaborating with the Malaysia International Film Festival (MIFFest) for a short 5-minute film competition themed "Joy of Humanity" where the participants can be a part of the project by shooting with their X60 Pro.

The project is being led by three Malaysian directors and local university colleges which are Xiamen University Malaysia, Tunku Abdul Rahman University College (TAR UC), and New Era University College.

Also, the campaign will culminate in a month-long contest in collaboration with the Kuala Lumpur Photography Festival (KLPPF) titled the Vivo Vision Photography contest.

During this time, participants are to take photos based on the provided themes each week.

Vivo has also engaged with renowned producers, professional photographers, content creators to take part in the MY #X60Series Celebrity Endorsement programme to share users' experience in using the smartphone series.

