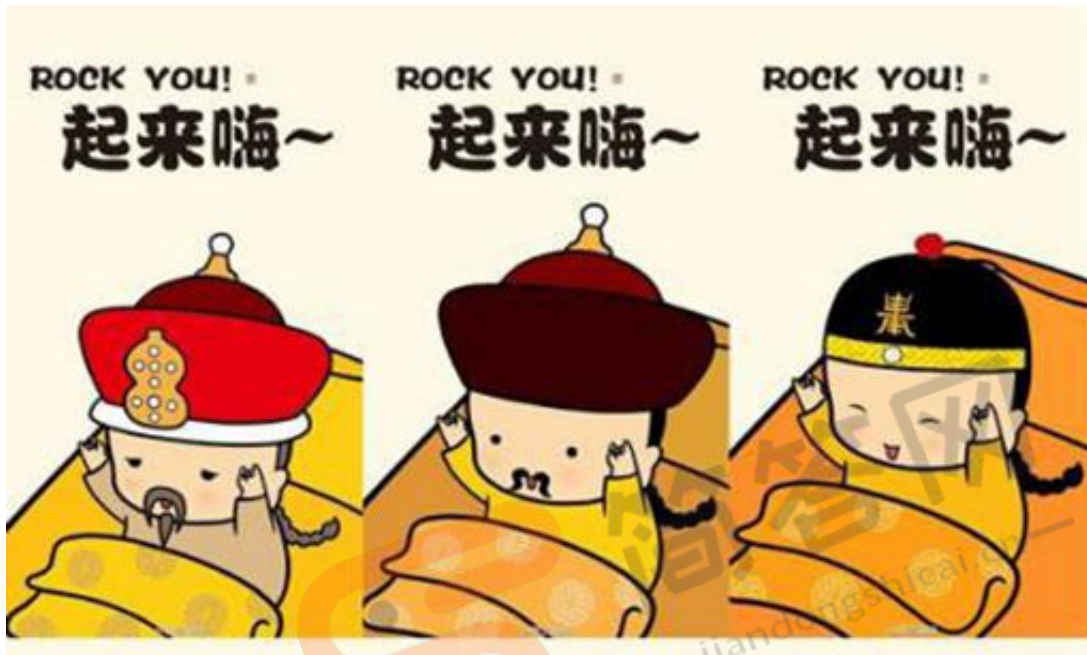


《故宫联手腾讯开发手机游戏》

导读:中国文化历史悠久,在新的时代,有些历史传统正在渐渐被淡化。近期,故宫联合腾讯希望通过手机游戏来让当代人掀起学习传统历史的热潮,重温传统故事。



The Forbidden City will cooperate with China's Internet giant Tencent to develop its intellectual property value, according to a report by Caixin.com.

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The Forbidden City and Tencent signed a three-year strategic cooperation agreement on the evening of July 6 to carry out a campaign involving social media platforms and entertainment, including virtual and augmented reality, according to the report.

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Pony Ma, founder and CEO of Tencent, said at a press conference that his company hopes to energize and revitalize traditional culture through new media.

??????CEO????????????????????????????????

According to the agreement, Tencent will launch a new version of its most popular video mobile game, with the new version themed around Beijing's Forbidden City. The game, a Chinese hit similar to Candy Crush, will be released

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