



中南卡通官方微博



中南卡通微信公众号

浙江中南卡通股份有限公司

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技术创新 Technological Innovation

承担和参与的国家科技计划

Undertake and Participate in National Science and Technology Projects

- 承担十一五国家科技支撑计划项目课题:动漫辅助创意和衍生产品开发技术与系统
Undertake the Eleventh Five-Year National Science and Technology Support Project: Animation Aided Creative and Derivative Product Development Technology and System
- 承担十二五国家高技术研究发展计划("863计划")项目课题:3D内容感知生成技术和系统
Undertake the Twelfth Five-Year National High-Tech R&D ("863 Program") Project: 3D Content Perception Generation Technology and System
- 承担十二五国家科技支撑计划项目课题:动漫研发服务平台应用示范
Undertake the Twelfth Five-Year National Science and Technology Support Project: Animation R&D Service Platform Demonstration

动漫产业省级企业研究院在研项目

Animation Industry Provincial Enterprise Research Institute in the Research Projects

- 诗路文化带乡村文化遗传特色旅游服务平台关键技术研究与应用示范
Key Technology Research and Application Demonstration of Rural Cultural Heritage Characteristics Tourism Service Platform of Poetry Road Cultural Belt
- 杭州市重大科技创新项目人工智能专项——数字人虚实混合生成与数字视频智能化制作关键技术与示范应用
AI Special Project of Hangzhou Major Science and Technology Innovation Project - Key Technology and Demonstration Application of Mixed Virtual and Real Generation of Digital Human and Intelligent Production of Digital Video.
- 2023年浙江省"尖兵计划"榜单项目"互联网+"专项"元宇宙"专题——面向元宇宙的自然人机交互设备与系统
2023 Zhejiang Province "Pioneer" List Project - "Internet+" Special Project - "Metaverse" Theme- Natural Human-Computer Interaction Devices and Systems for Metaverse

制订的标准

Developed Standards

- 浙江省地方标准:《动画渲染平台管理与服务规范》
Zhejiang Province Local Standard: Specification for Management and Service of Animation Rendering Platform
- 文旅部行业标准:《虚拟主播网络直播平台技术规范 第1部分:服务系统架构》
Industry Standard of the Ministry of Culture and Tourism: Technical Specification for Virtual Host Webcast Platform Part 1: Service System Architecture
- 商务部行业标准:《数字动漫产品交易服务规范》
Industry Standard of the Ministry of Commerce: Specification for Trading Services of Digital Animation Products
- 中国通信工业协会团体标准:《区块链服务-数字孪生开发平台技术规范》
Group Standard of China Communications Industry Association: Blockchain Service-Digital Twin Development Platform Technical Specification

高新技术产品

High-tech Products



数字人全息舱



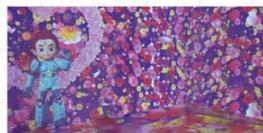
裸眼3D



体感导览系统



「之江一号」AI表演动画数字摄影棚



沉浸式虚拟动态场景



特种影片成片提供及定制服务

浙江数字文化国际合作区 Zhejiang Digital Culture International Cooperation Zone

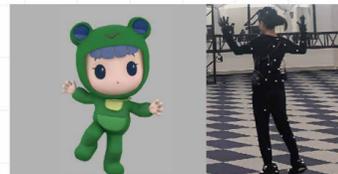
国家文化出口基地

National Cultural Export Base



国家文化出口基地-浙江数字文化国际合作区是全国首个的国家级数字文化贸易功能区,合作区围绕动漫文化、网络文学、数字音乐、影视传媒、互动娱乐等数字文化产业和贸易,按照“510融合发展工程”开展建设,日常由中南卡通负责运营。

The National Cultural Export Base-Zhejiang Digital Culture International Cooperation Zone is the national digital cultural trade function area in China. The base develops industrial and spatial distribution focusing on digital culture industry and trade, such as animation, literature, online literature, digital music, film and media, interactive entertainment, etc. Construction of it is carried out in accordance with the "510 Integrated Development Project" and the daily operation is undertaken by Zoland Animation.



“之江一号”AI表演动画平台占地面积4000㎡,具有自主知识产权,可同时支持10人以上表演动画拍摄。

"Zhejiang One" AI performance animation digital platform covers an area of 4,000 square meters, has independent intellectual property rights, and can support more than 10 people to perform animation shooting at the same time.

“版钉”数字文化版权保护平台,基于省、市众多权威机构一起构建起了权威的司法服务联盟,面向数字文创领域提供一站式全流程版权保护服务。



"Copyright Pin" digital cultural copyright protection platform has built an authoritative judicial service alliance based on many provincial and municipal authoritative organizations, providing one-stop full-process copyright protection services for the digital cultural and creative fields.



国家文化出口重点项目——Zoland TV海外代理发行平台,以其近5000多小时的强大动画和影视片库为基础,聚集和播出大量原创动漫和影视作品,平台覆盖全球。

Zoland TV, a key national cultural export project, is an overseas distribution platform that gathers and broadcasts a large number of original animation, film and television works based on its powerful animation and film library of nearly 5,000 hours, with a platform covering the whole world.

METai视听译制平台,以人工智能大模型支撑影视、动画等数字内容的多语言专业翻译、国际配音“一站式”公共服务,解决数字文化出口瓶颈。



METai Audiovisual Dubbing Platform, One-stop public service for professional multilingual translation and international dubbing of film, television, animation and other digital content supported by artificial intelligence models to resolve bottlenecks in the export of digital culture.



ZOLAND Join us ZOLAND

ZOLAND 中南卡通

公司介绍 COMPANY PROFILE

浙江中南卡通股份有限公司成立于2003年,是目前国内最大的原创动画公司之一,致力打造集动漫原创、全球发行、IP授权、文创文旅等为一体的动漫数字文化产业生态圈。中南卡通已累计如《天眼》《魔幻仙踪》《乐比悠悠》《郑和下西洋》《苏东坡与杭州的故事》等原创动画作品17万分钟,获国家精神文明建设“五个一工程”奖、国家动画精品一等奖等230多个国内外奖项,在国内400多家电视台及新媒体热播,进入全球130余个国家和地区的播映系统。中南卡通系首批国家重点动漫企业、国家重点高新技术企业、十大最具影响力国家文化产业示范基地,2007年至今连续18年获评国家文化出口重点企业。2021年9月,其运营的“浙江数字文化国际合作区”成功获批国家文化出口基地,是全国唯一的国家级数字贸易功能区。

Zhejiang Zhongnan Animation Co., Ltd., established in 2003, is an innovative achievement of Zhejiang Zhongnan Group's strategy to carry out cross domain industry upgrading. It has become one of the largest original animation companies in China. It is committed to building a pan entertainment ecosystem integrating animation production, global distribution, IP licensing and cultural creation and tourism. According to the enterprise development concept of high starting point, large investment and internationalization, Zoland Animation has a total of 170,000 minutes of original animation works, such as "Magic Eye", "Magic Wonderland", "Rubi" and "Zhenghe's Voyages to the West Seas", have won more than 230 domestic and international awards, including National Spiritual Civilization Construction "Five-One Project" Award, National Animation Excellence First Prize, Outstanding Domestic Animation, etc. These shows have also been widely telecast by more than 400 TV stations and new media platforms, and distributed to more than 130 countries and territories around the world. Zoland Animation is First Batch of Outstanding National Animation Enterprises, National Key High-tech Enterprise and Top 10 Most Influential National Cultural Industry Demonstration Bases. Since 2007, it has been awarded as Outstanding National Cultural Export Enterprise for 16 consecutive years. In September 2021, the "Zhejiang Digital Culture International Cooperation Zone" operated by it was successfully approved as National Cultural Export Base, and it is the first national-level digital trade functional zone in China.

公司荣誉 Company Honor

- 国家文化出口基地
National Cultural Export Base
- 国家文化出口重点企业
Outstanding National Cultural Export Enterprise
- 十大最具影响力国家文化产业示范基地
Top 10 Most Influential National Cultural Industry Demonstration Bases
- 首个国家动画“五个一工程”精神文明奖
First Animation Recipient of Five One Cultural Award
- 国家火炬计划重点高新技术企业
National Torch Programme Outstanding High-Tech Enterprise
- 首批国家重点动漫企业
First Batch of Outstanding National Animation Enterprises
- 首批国家重点动漫企业中国国际动漫节“金猴奖”
China International Cartoon and Animation Festival "Golden Monkey King" Awards
- 浙江省重点文化企业
Zhejiang Province Outstanding Cultural Export Enterprise
- 浙江省版权保护示范企业
Zhejiang Province Copyright Protection Demonstration Enterprise



原创动漫 Original Animation

中南卡通是目前国内最大的原创动画公司之一,累计原创《天眼》《魔幻仙踪》《乐比悠悠》《郑和下西洋》《苏东坡与杭州的故事》等17万分钟的动画作品,先后获得国家精神文明建设“五个一工程”奖、国家动画精品一等奖、国产优秀动画片等230多个国内外奖项,在国内400多家电视台及新媒体热播,进入全球130余个国家和地区的播映系统,影视动画出口稳居全国前列。

Zoland Animation, one of the largest original animation companies in China, with a total of 170,000 minutes of original animation works, such as "Magic Eye", "Magic Wonderland", "Rubi", "Zhenghe's Voyages to the West Seas" and "Legendary Su Dongpo", which have won more than 230 domestic and international awards, such as the National Spiritual Civilization Construction "Five One Project" Award, the National Animation Excellence Award, etc., and are broadcast on more than 400 domestic TV stations and new media, and have entered the broadcasting systems of more than 130 countries and regions around the world. The export of animations of Zoland Animation ranks in the forefront of the country.

170000+
分钟

累计原创动画作品时长

The total duration of original animation is 170,000 minutes

230+
项

国内外累计获奖数

The total number of domestic and international awards is 230 awards

400+
家

电视台及新媒体热播

Popular on 400 TV stations and new media

130+
个

国家和地区放映

Broadcast in 130 countries and regions



IP授权 IP Licensing

形象授权 Image Licensing

食品快消 FOOD PRODUCTS



模型玩具 MODEL TOYS



文创周边 CULTURAL PRODUCTS



生活用品 LIVING GOODS



服饰服装 CLOTHING



线下空间展示 SPACE DISPLAY



特许生产 Franchise Production

亚运特许类项目 Asian Games Franchise Project

2020年,中南卡通成为“杭州2022年第19届亚运会”玩具全品类特许生产商和特许零售企业。

In 2020, Zoland Animation became a franchised manufacturer and distributor of all categories of toys for the 19th Asian Games Hangzhou 2022.



亚运吉祥物毛绒玩具



亚运方头仔钥匙扣



亚运吉祥物金运礼盒



亚运吉祥物运动盲盒摆件



亚运吉祥物亚克力冰箱贴



亚运吉祥物旋转摆件