



News release

Business and community IT innovators are honoured at APICTA Awards 2010

Hong Kong remains a beacon of IT excellence in the region as local organisations win a host of awards at prestigious international event

Hong Kong, 27, October 2010 – Local businesses, universities, and a non-governmental organisation (NGO) have reinforced Hong Kong's position as a regional IT leader at the Asia Pacific Information and Communication Technology Alliance (APICTA) Awards 2010. The awards, which took place in Kuala Lumpur earlier this month, saw seven Hong Kong organisations take away prizes, out of a total of 16 local entrants.

The awards recognise outstanding contributions to bridging the digital divide and raising community awareness of information and communications technology (ICT). Grand Awards go to the winners in each of the 16 categories. Certificates of Merit are also awarded in each category if an entry achieves 95 per cent or more of the winning score.

The role of the Hong Kong Computer Society (HKCS) was to nominate Hong Kong's entries to the awards based on its in-depth knowledge of current Hong Kong IT initiatives. All of the Hong Kong entries had already won recognition at similar awards events in Hong Kong, including the Hong Kong ICT Awards, organised by the HKSAR Government. HKCS has performed this function for the APICTA awards since Hong Kong first participated in 2002.

"I am delighted that Hong Kong has continued to shine in the 2010 Awards," said Ir Stephen K M Lau, JP, President of the Hong Kong Computer Society. "We were particularly pleased by the success of the Hong Kong Society for the Aged, which was the overall winner in the e-Inclusion and e-Community category with its innovative online brain-training offering for Hong Kong's older citizens. The City University of Hong Kong was also the overall winner in the Tertiary Student Project category with the pioneering software it has developed to translate 2D video to 3D. Once again, the Hong Kong Computer Society wishes to record its gratitude to the Office of the Government Chief Information Officer, HKSAR Government, the Hong Kong Trade Development Council, and all those who supported Hong Kong's successful participation at this year's awards."



Hong Kong's tertiary education sector put up a particularly strong showing this year: as well as City University's achievement in winning the Tertiary Student Project category, two other Hong Kong universities were awarded Certificates of Merit in the same category. Hong Kong University of Science and Technology students received recognition for adapting printer technology for the visually-impaired, and Hong Kong Polytechnic University was awarded for developing i*Chameleon – an innovative unified interaction framework that improves the experience of computer users. All three universities also won recognition for the same innovations earlier this year at the 2010 Amway Pan-Pearl River Delta Region Universities IT Project Competition.

The Chinese University of Hong Kong's Department of Information Engineering also contributed to Hong Kong's success, receiving a Certificate of Merit in the Tools and Infrastructure category for developing open-source middleware for RFID applications. Other award-winning entries were PayGate, an electronic payment platform application service from AsiaPay (HK) Limited incorporating multi-lingual and multi-currency features, which won a Certificate of Merit in the Financial Industry Application category, and Hotmob Limited's Mobile Ad Marketplace product, which won a Certificate of Merit in the New Media and Entertainment category.

In total there were 162 entries from Australia, Brunei, India, Indonesia, South Korea, Macau SAR, Malaysia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Thailand and Vietnam, as well as the Hong Kong SAR.



Award	Category	Company/ Organisation	Product Name
Winner	e-Inclusions & e-Community	The Hong Kong Society for the Aged	Brain Fitness Gymnasium for the Elderly - www.loveyourbrain.org.hk
Winner	Tertiary Student Project	City University of Hong Kong	Stereoscopic video generation from Monoscopic Video
Merit	Financial Industry Application	AsiaPay (HK) Limited	PayGate-Electronic Payment Platform Application Service
Merit	New Media and Entertainment	Hotmob Limited	Mobile AD Marketplace
Merit	Tools and Infrastructure	The Chinese University of Hong Kong	The Open Source RFID Middleware
Merit	Tertiary Student Project	The Hong Kong University of Science and Technology	The Braille Embosser
Merit	Tertiary Student Project	The Hong Kong Polytechnic University	i-Chameleon

About the Hong Kong Computer Society

Established in 1970, the Hong Kong Computer Society (HKCS) is a non-profit organisation dedicated to improving and developing Hong Kong's information technology industry (IT). Committed to promoting the highest professional standards, the HKCS was the Hong Kong IT industry's first recognised professional organisation and is also the largest. It draws its members from a diverse array of IT users, corporations and individuals who work together to enhance the industry's capability and profile.

Issued on behalf of HKCS
by EBA Communications

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