



HONG KONG
ICT AWARDS
2020 香港資訊及
通訊科技獎

Smart Business Award
商業方案獎

Smart Business Award



商業及公營機構

Solution for Business and Public Sector Enterprise

大數據及開放數據應用

Big Data and Open Data Applications

中小企業

Solution for SME

Leading
Organiser
籌辦機構



HONG KONG
COMPUTER SOCIETY
香港電腦學會

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Smart Business Award 商業方案獎

Background 背景

The Hong Kong ICT (HKICT) Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit of creative and better solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised by Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of Hong Kong ICT awards.

There are eight categories under the Hong Kong ICT Awards 2020. HKCS is officially appointed by OGCIO to be the Leading Organiser of the Hong Kong ICT Awards 2020 - Smart Business Award category. The Smart Business Award covers 3 streams, including Solutions for Business and Public Sector Enterprise, Solution for SME as well as Big Data and Open Data Applications. There is one Grand Award in each category, and an "Award of the Year" is selected from the eight Grand Awards by the Grand Judging Panel.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業的營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由香港業界組織及專業團體主辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2020香港資訊及通訊科技獎設有八個類別的獎項。香港電腦學會被正式委任為2020香港資訊及通訊科技獎 - 商業方案獎籌辦單位。商業方案獎包括三個類別，包括商業及公營機構、中小企業和大數據及開放數據應用。每個類別均設有一個大獎，而最終評審委員會會再從所有大獎中甄選出「全年大獎」。

The Hong Kong ICT Awards 2020: Smart Business Award is established for three major purposes:

1. The application of Information Technology is essential to improve the operating efficiency and productivity, quality and overall competitiveness and customer service for both our business and public sector enterprises. This stream recognises outstanding locally developed products and applications which provide cost-effective and innovative IT solutions to business enterprises as well as public sector organisations, through the deployment of proven and emerging information technologies. The awards encourage original products and services development by our IT industry as well as in-house applications developed by business and public sector organisations.
2. The backbone of our economy is our SMEs, of which the adoption of ICT is crucial for its efficiency and productivity, and its global reach in marketing strategy and business expansion. One of the streams in this Award, Solution for SME, is to recognise outstanding achievements in technological innovations in locally developed IT products and application/services for effective use by SME.

「2020香港資訊及通訊科技獎：商業方案獎」具有三個主要目的：

1. 資訊及通訊科技的應用對於提升香港的產業、服務、產品質量和整體競爭力是不可缺少的。商業方案獎鼓勵本地出眾的資訊及通訊科技產品及應用，為商業及公營機構帶來具成本效益及創新的方案，從而推動資訊及通訊科技在商業活動上及日常生活中中的應用。
2. 中小企業是我們的經濟支柱，而資訊及通訊科技的運用，對中小企業的環球營銷策略和業務拓展十分重要。商業方案獎設有中小企業獎，以鼓勵中小企業設計或採用的創新應用作品。



3. With the availability of low-cost high-speed processors and innovative analytics software to manipulate and analyse massive structured and unstructured data, big data is now universally recognised as an essential tool to enhance productivity, competitiveness, customer services and business growth. Open Data, if made available to the public in digital formats, can also be creatively re-used to develop innovative products. One of the streams in this Award, Big Data and Open Data Applications, is to recognise outstanding locally developed IT product and services in big data for specific business and industry domains and sectors; as well as innovative big data user applications developed in-house by an enterprise to enhance its business planning and operational objectives. It is also to encourage innovative and effective IT enabled Open Data schemes implemented by public and private sector organisations, as well as innovative applications by the open data community in creatively utilising open datasets to advance business interests.
3. 隨著低成本高速處理器和創新分析軟件的廣泛使用，在操作和分析大量的結構性和非結構性數據方面大有助益，大數據現在被公認為提高生產力、競爭力、客戶服務和業務增長的重要工具。如果數據得以數碼形式開放予公眾，這些數據將可以更具創意地使用於開發創新產品。商業方案獎設有大数据及開放數據應用獎以表揚由本地公司為特定的業務和行業領域開發的優秀大数据資訊科技產品和服務，以及由企業內部開發的創新型大数据用戶應用程式，以加強其業務規劃和營運目標。此獎項亦鼓勵為公共及私營機構開發有效且創新的資訊科技開放數據計劃，促進商業利益。

Introduction of Leading Organiser 籌辦機構簡介

The Hong Kong Computer Society (HKCS) is a well-established non-profit organisation that has been striving to improve and develop Hong Kong's Information and Communication Technology (ICT) industry since its founding in 1970.

HKCS is the first officially recognised professional association for the ICT industry in Hong Kong, dedicated to the promotion of the highest professional standards for the industry. Members hail from a broad spectrum of Hong Kong's ICT industry, from corporations to like-minded individuals, all coming together to raise the profile of the industry.

During its 50 years' history, HKCS members have come to form the core of a wide and influential network throughout the whole spectrum of Hong Kong services and other industries. The Society offers a chance for Hong Kong's communities to exchange ideas and to carry out a dialogue with the Government regarding ICT and its impact to the society. Being a highly active association, HKCS is regularly organising many activities to help promote ICT in Hong Kong, including lectures, discussions, seminars, and open forums on subjects related to ICT.

香港電腦學會成立於一九七零年，為本港資訊及通訊科技界最具規模的非牟利專業團體之一。學會成立目的為促進香港資訊及通訊科技的發展、作為普及電腦知識的媒介機構、推廣最新資訊科技和產品的認識、及提高業內的專業操守。

作為本港首個獲正式認可的資訊及通訊科技界專業團體，學會在業界具專業權威及代表性。會員共分個人及公司兩類，來自資訊及通訊科技業界的各種範疇，包括各大商業、科研及教育機構和從事資訊及通訊科技的專業人士。會員獲本港及亞洲區資訊及通訊科技行業廣泛認可。

香港電腦學會成立五十年來，已建立一個涵蓋各服務行業和其他行業、富代表性及具影響力的會員網絡。一直以來，學會憑藉其專業知識及影響力，積極在社會大眾與政府之間搭建溝通的橋樑，成功促進彼此在資訊及通訊科技方面的意見交流。此外，學會亦不斷積極為業界和會員策劃及組織各類活動，包括以資訊及通訊科技為主的專題講座、研討會、公開論壇及考察活動。

Enquiry 查詢

Contact Person: Ms. Connie Chan

Tel: 2834 4205
Fax: 2834 3003
Email: ictawards@hkcs.org.hk

Address: Room 1801, 18/F, Times Tower, 928-930 Cheung Sha Wan Road, Kowloon

Website: <http://www.hkcs.org.hk/ictawards/>

聯絡人: 陳小姐

電話: 2834 4205
傳真: 2834 3003
電郵: ictawards@hkcs.org.hk

地址: 九龍長沙灣道928-930號時代中心18樓1801室

網址: <http://www.hkcs.org.hk/ictawards/>

Message from Dr. Ted SUEN, MH



Dr. Ted SUEN, MH
President Hong Kong Computer Society
孫耀達博士MH
香港電腦學會會長

The Hong Kong Computer Society (HKCS) is honoured to be the Leading Organiser of the “Hong Kong ICT Awards 2020: Smart Business Award” (HKICTA 2020) once again. Since its founding in 1970, HKCS has been dedicated to the development of ICT industry, and upholding of its highest professional standards.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and Government. Hong Kong Computer Society is proud to be appointed by OGCIO as the Leading Organiser of the Smart Business Award category. Looking ahead, I believe that our joint efforts continue to be crucial for encouraging participation on a territory-wide level, and to provide more opportunities for Hong Kong ICT talents to showcase their prowess on the international stage.

Since the beginning of this year, the COVID-19 pandemic has affected all walks of life in Hong Kong. Although the process and format of this year's judging are different from those of the past, under the "new normal", we can make better use of technology and truly achieve "Smart Business".

I would like to take this opportunity to thank each and every member of the Organising Committee, the Assessors, and the Judging Panel for their dedication and expertise. A special thanks also to the Supporting Organisations and the Secretariat for their invaluable support. Their contribution is much crucial to the success of the project, especially under such a difficult time.

Last but not least, my warmest congratulations to all the winners for their incredible efforts in promoting “Smart” ICT usage and innovation in the Hong Kong business community.

自1970年成立以來，香港電腦學會一直不遺餘力推動業界發展及提升業界專業水平，本會深感榮幸能夠再次舉辦「2020香港資訊及通訊科技獎：商業方案獎」。

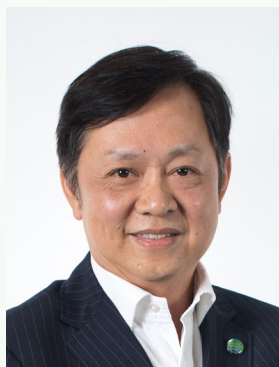
「香港資訊及通訊科技獎」於2006年在業界、學術界和政府的共同努力下成立。香港電腦學會十分榮幸，能獲政府資訊科技總監委任為商業獎類別的籌辦機構。展望未來，相信我們的共同努力，將是鼓勵全港業界參與的關鍵，我們將提供更多機會，予香港的資訊及通訊科技人才，讓他們在國際舞台上展現實力。

由今年初開，新冠肺炎疫情就影響了香港的各行各業。雖然今年評審的過程和形式，都和以往的不同，但在「新常態」之下，我們卻更能善用科技，以名符其實的「智能商業」方案克服困難。

本人想藉此機會，衷心感謝籌備委員會、評審委員會和遴選委員會中，每一位成員的貢獻和專業知識，以及感謝支持機構和香港電腦學會秘書處提供的寶貴支持。際此艱難時期，各位的貢獻對於本項目的成功，居功至偉。

最後，本人謹代表本會，再次熱烈地祝賀所有獲獎者，及感謝他們在促進本地商界邁向更為「智慧」的道路上，所付出的巨大努力。

Message from Dr. Gabriel LEUNG



Dr. Gabriel LEUNG
Chairperson of the Organising Committee
HKICT Awards 2020: Smart Business Award
梁成瑄博士
「2020香港資訊及通訊科技獎:商業方案獎」籌備委員會主席

It has truly been an honor for me to serve as the Chairperson of the Organising Committee of such a coveted award, which promotes innovation and excellence in the ICT industry. The Hong Kong ICT Awards has been running for 14 consecutive years, backed by enthusiastic support from the Government, industry associations, professional bodies and the academia. It is wonderful to see the award going from strength to strength over the years, as can be witnessed from the high caliber of entries we have received this year, even though we have faced some difficulties under the COVID-19 pandemic.

The “Smart Business Award” category of the Hong Kong ICT Awards encourages innovation in Hong Kong’s ICT industry by recognising exceptional talent from 3 different streams. They are Solution for Business and Public Sector Enterprise; Solution for SME as well as Big Data and Open Data Applications. All the award recipients are selected based on the viability of their IT solutions in meeting evolving business and social needs.

Apart from the winners, I would also like to recognise the contributions of many talented individuals who have made this year’s awards a success, which we had to overcome a series of uncertainties and solve issues in a “Smart” way under the threats of COVID-19 pandemic. My heartfelt thanks goes to all the members of the Organising Committee and Judging Panel, who have contributed their valuable time and advice throughout the awards process. It is your industry passion and professionalism that make the Hong Kong ICT Awards such a highly acclaimed award, both locally and internationally.

And of course, a big ‘thank you’ to all the participants and winners for their enthusiasm and passion behind their great ICT inventions and applications. You are the people who make it possible for Hong Kong to strengthen its position as an ICT hub, now and in the future.

本人非常榮幸能在是項廣獲好評的業界大獎中，擔任籌備委員會主席。此獎項旨在促進資訊及通訊科技行業的創新，並表彰優秀作品為社會帶來的卓越成就。「香港資訊及通訊科技獎」已經連續舉辦了十四年，得到政府、業界組織、專業團體和學術界的熱烈支持。我們很高興看到這個獎項，多年來一直在不斷發展壯大，儘管今年社會要面對新冠肺炎疫情的難關，仍然收到高質量參賽作品，可見一斑。

「香港資訊及通訊科技獎」的「商業方案獎」類別，目的是鼓勵香港資訊及通訊科技業尋求創新，表揚來自3個不同範疇的傑出人材，包括商業及公營機構、中小企業和大數據及開放數據應用。所有獲獎作品均根據解決方案的可行性來挑選，以滿足變化不斷的商业和社會需求。

除了祝賀獲獎者之外，本人還想表彰多位才華橫溢的貢獻者，他們的參與，令「2020香港資訊及通訊科技獎」能在新冠肺炎疫情帶來的眾多不明朗因素下，透過資訊及通訊科技支援的智能方案，克服當中的困難而順利舉行。本人衷心感謝籌備委員會和評審委員會的所有成員，他們在整個評審過程中，貢獻了寶貴的時間和提供專業的意見。因著你們對推動業界的熱誠和專業精神，令香港資訊及通訊科技獎，成為本地以及國際上，均備受讚譽的獎項。

當然，還要感謝所有在這些優秀得獎作品背後的參與者和開發者，你們是讓香港不論現在或未來，均能保持甚至加強其於資訊及通訊科技上，在全球的核心地位。

Message from Mrs. Carrie YAU, GBS, JP



Mrs. Carrie YAU, GBS, JP
Chairperson of Judging Panel
HKICT Awards 2020: Smart Business Award
Executive Director of Vocational Training Council

尤曾家麗女士, GBS, JP
「2020香港資訊及通訊科技獎:商業方案獎」評審委員會主席
職業訓練局執行幹事

It is my honour to be the Chairperson of the Judging Panel for the “Hong Kong ICT Awards 2020: Smart Business Award”. Information and communication technology is essential for improving the operational efficiency and productivity of business enterprises as well as the whole society. In fact, Hong Kong has an international track record of innovation and commitment to serving the society using technology.

The importance of ICT for business was further proven during the COVID-19 pandemic in the past few months. The “Hong Kong ICT Awards 2020: Smart Business Award” provides an excellent platform for local companies to demonstrate their remarkable products and applications that provide innovative solutions to business enterprises as well as public sector organisations.

The organising committee is extremely pleased to see the strong participation in the Smart Business Award this year which covers 3 streams, including Solution for Business and Public Sector Enterprise, Solution for SME, as well as Big Data and Open Data Applications. After deliberate assessment, out of the 48 entries, 11 winners were selected based on their success in meeting the 5 judging criteria, including creativity, functionality, market potential, impact and quality.

As Chairperson of the Judging Panel, I have had the privilege of working with a highly competent panel of assessors and judges, and witnessed many remarkable ICT talents and their inventions this year for “Smart Business” under the “New Normal”. I sincerely hope that the award scheme will continue to flourish, so that more innovative IT products and services can be created to benefit businesses and the society as a whole.

本人很榮幸出任「2020香港資訊及通訊科技獎:商業方案獎」評審委員會主席。要提升業界和社會的營運效率與生產力,資訊及通訊科技的應用是不可或缺的。香港一直致力以創新科技造福社會,科創實力備受國際肯定。

過去數月,行業和社會受到疫情影響,資訊及通訊科技更形重要。「2020香港資訊及通訊科技獎:商業方案獎」正好為本地公司提供良好平台,展示多項創新產品及應用程式,為商界企業及公營機構提供有效的解決方案。

我們非常高興今年的商業方案獎得到眾多公司的參與,比賽分商業及公營機構、中小企業和大數據及開放數據應用等3個範疇,今年共收到48項參賽作品。委員會以創意、功能、市場潛力、影響力和質素等5項準則,經評審後,最終選出11項優勝作品。

我非常高興能與各評審委員會成員合作,一起見證傑出資訊及通訊科技人員所創造的、適用於「新常態」下的「智能」商業方案。我期望「香港資訊及通訊科技獎」能夠激勵本地企業,創造更多優質的資訊科技產品和服務,為業界和社會作出貢獻。

Smart Business Award Judging Panel 商業方案獎評審委員會

Judging Panel 評審委員會



Chief Judge

Mrs. Carrie YAU, GBS, JP

Executive Director, Vocational Training Council

主席

尤曾家麗女士, GBS, JP

職業訓練局執行幹事

Deputy Chief Judges

Mr. Richard LEUNG

Group Chief Technology Officer, Hong Kong Exchanges and Clearing Ltd.

梁松光先生

香港交易所集團首席科技總監

Judges

Mr. Mohamed Din BUTT

Executive Director, Hong Kong Productivity Council

畢堅文先生

香港生產力促進局總裁

Mr. Raymond CHENG

Ex-Chief Operating Officer, Asia Pacific, The Hongkong and Shanghai Banking Corporation Ltd.

鄭小康先生

香港上海滙豐銀行有限公司前亞太營運總監

Ms. Carrie LEUNG, MH

Chief Executive Officer, The Hong Kong Institute of Bankers

梁嘉麗女士, MH

香港銀行學會行政總裁

Mr. Will LI

Senior Exhibitions Manager, Hong Kong Trade Development Council

李鍵文先生

香港貿易發展局展覽事務高級經理

Mrs. Agnes MAK, MH, JP

Distinguished Fellow, Hong Kong Computer Society

麥鄧碧儀女士, MH, JP

香港電腦學會院士

Mr. Eric TSE

Assistant Privacy Commissioner (Public Affairs & Policy), Privacy Commissioner for Personal Data, Hong Kong

謝敏傑先生

香港個人資料私隱專員公署助理個人資料私隱專員(公共事務及政策)

Dr. CK WONG, MH

Chairman, iASPEC Technologies Group

黃仲翹博士, MH

永泰信息技術集團主席

Ir Peter YEUNG

Head of Electronics & ICT Clusters, Smart City Platform, Hong Kong Science and Technology Parks Corporation

楊天龍工程師

香港科技園公司高級總監
(電子、信息及通訊科技群組 智慧城市科技平台)

Organising Committee 籌備委員會

Dr. Gabriel LEUNG

Managing Director, Hong Kong and Macau, Hewlett Packard Enterprise

Mr. Stephen LAU, JP

Secretary General (Honorary), Hong Kong Computer Society

Dr. CK WONG, MH

Chairman, iASPEC Technologies Group

Dr. Thomas LEE

CEO, YAM AI Machinery Ltd.

Prof. Andy CHUN

Regional Director - Technology Innovation, Prudential Corporation Asia

梁成瑄博士

Hewlett Packard Enterprise董事總經理 香港及澳門

劉嘉敏太平紳士

香港電腦學會秘書長(名譽)

黃仲翹博士, MH

永泰信息技術集團主席

李猷達博士

山芋智能有限公司行政總裁

陳漢偉教授

英國保誠集團亞洲區總部科技創新區域總監

Assessment Team 評審小組

Dr. CK WONG, MH (Chief Assessor, Solution for Business and Public Sector Enterprise Stream)

Chairman, iASPEC Technologies Group

Mr. Fritz CHIU

Financial Controller, Data Exchange Ltd.

Mr. Ahim KHO

Head of Business Development, Hong Kong, Taiwan and Macau, Amazon Web Services

Mr. Benedict LAM

Principal Consultant, Celtic Consultancy

Ir Clifford TSE

Managing Director, Mobigator Technology Group

Dr. Albert WONG

Director, PricewaterhouseCoopers Ltd.

Dr. Gary WONG

Chief Information Officer, Heals Healthcare Ltd.

Dr. Thomas LEE (Chief Assessor, Solution for SME Stream)

CEO, YAM AI Machinery Ltd.

Mr. Steven CHAN

Senior Cloud Solution Architect, Microsoft Hong Kong Ltd.

Mr. KC FUNG

Chief Technology Advisor, Hewlett Packard Enterprise

Mr. Richard TANG

General Manager, iASPEC Services Ltd.

黃仲翹博士, MH (首席評審員(商業及公營機構))

永泰信息技術集團主席

招亮輝先生

Data Exchange Ltd財務總監

許躍奏先生

Amazon Web Services港澳市場開發部總監

林靈欽先生

Celtic Consultancy首席顧問

謝尚青工程師

慕達科技集團常務董事

王君弼博士

羅兵咸永道會計師事務所總監

黃耀輝博士

Heals Healthcare Ltd資訊總監

李猷達博士 (首席評審員(中小企業))

山芋智能有限公司行政總裁

陳紹鴻先生

微軟香港有限公司高級雲解決方案架構師

馮家聰先生

Hewlett Packard Enterprise首席技術顧問

鄧滿洪先生

永泰信息總經理

Mr. Alfred WONG

Senior Project Director, Ping An Technology

黃振聲先生

平安科技資深項目總監

Prof. Andy CHUN (Chief Assessor, Big Data and Open Data Applications Stream)

Regional Director - Technology Innovation, Prudential Corporation Asia

陳漢偉教授 (首席評審員(大數據及開放數據應用))

英國保誠集團亞洲區總部科技創新區域總監

Dr. Ricky CHAN

Associate Professor of Computer Science, City University of Hong Kong

陳榮光博士

香港城市大學計算機科學副教授

Mr. Horace CHU

Director & CIO, Gammon Construction Ltd.

朱凱威先生

金門建築有限公司董事及首席資訊總監

Prof. Jimmy LEE

Assistant Dean & Professor, Faculty of Engineering, The Chinese University of Hong Kong

李浩文教授

香港中文大學工程學院助理院長兼教授

Mr. Fred SHEU

National Technology Officer, Microsoft Hong Kong Ltd.

許遵發先生

微軟香港有限公司香港區域科技長

Ir Samson TAI

CTO, IBM China/Hong Kong Ltd.

戴劍寒工程師

國際商業機器中國香港有限公司首席科技專家

Ms. Maggie WONG

Senior Data & Information Manager, The Hongkong and Shanghai Banking Corporation Ltd.

黃文琪女士

香港上海滙豐銀行有限公司Senior Data & Information Manager

Smart Business Grand Award and Smart Business (Solution for Business and Public Sector Enterprise) Gold Award 商業方案大獎 及 商業方案(商業及公營機構)金獎

Immigration Department, The Government of the
Hong Kong Special Administrative Region



When Technology meets Quality Service : Next Generation Smart Identity Card System

The Hong Kong Identity Card (HKIC), as an essential proof of identity of all Hong Kong residents, is inseparable from our everyday lives. To continue issuing highly secure new smart HKICs and carry out the four-year Territory-wide Identity Card Replacement Exercise, the Immigration Department (ImmD) introduced in November 2018 the Next Generation Smart Identity Card System, which makes good use of information technology at every point of contact with residents, from appointment booking, registration to collection of HKICs, so that residents can enjoy our quality public services. For instance, residents only need to take a few simple steps to make appointments and fill application forms in advance through the newly launched mobile application.

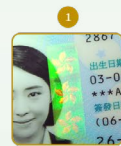


In addition, residents can easily and efficiently complete the HKIC replacement process by using the Self-service Registration Kiosks and the Self-service Collection Kiosks. To cater to the needs of the elderly and persons with disabilities residing in residential care homes (RCHs) and spare them the trouble of visiting our replacement centres for HKIC replacement, the ImmD has also developed a secure and reliable mobile registration system so that they can enjoy our one-stop services at their RCHs.

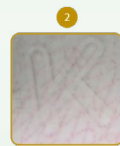


香港特別行政區政府入境事務處 當科技遇上優質服務：新一代智能身份證系統

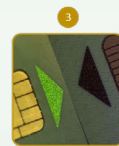
香港身份證是每一位香港市民的重要身份證明文件，與日常生活息息相關。為了能繼續簽發高度防偽的新智能身份證和進行為期四年的「全港市民換領身份證計劃」，入境事務處（入境處）在2018年11月推出「新一代智能身份證系統」，由預約、登記到領證等各個接觸點，均善用資訊科技，讓市民體驗優質的公共服務。舉例來說，市民可透過新推出的流動應用程式，以幾個簡單步驟辦理預約和預先填妥申請表格。此外，市民更可使用自助登記服務站和自助領證服務站輕鬆快捷地完成換證手續。為讓居於院舍的長者和殘疾人士無需前往換證中心換證，入境處亦開發了安全可靠的流動登記系統，院友們可安坐院舍享受一站式服務。



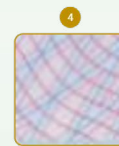
具波浪及立體效果的全息圖
Hologram with Wave and 3D Effect



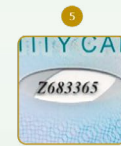
觸感浮雕特徵
Tactile Relief



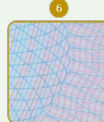
光學變色油墨
Ink with optically variable properties



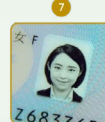
彩虹印刷
Rainbow printing



透明窗口
See-through window



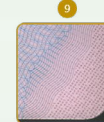
多元化圖案背景
Multi-pattern background



持證人照片具立體感激光影像
Stereo Laser Image (SLI) with portrait



彩色紫外線圖案
Full-colour Image under UV



縮微文字印刷
Microprinted text

Comments from Judging Panel 評審委員會評語

The panel appreciated that this 2nd generation Smart Identity Card system is an important infrastructure service supporting identity management functions for all the residents in Hong Kong. In addition to providing great convenience in border crossing with high level of security and efficiency. By design, this new ID card system can support other public services where the identities of the residents require electronic verification.

Comparing with the first generation Smart Identity Card, the new 2nd generation cards support contactless reading. This feature further reduces the time required for going through the self-serve gates at our very busy border control points.

評審讚賞第二代智能身份證系統是一項重要的基礎設施服務，支援香港所有居民的身份管理功能。除了為過境提供極大的便利外，還具有高度的安全性和效率。在設計方面，新的智能身份證系統支援在不同需要電子驗證的公共服務以核對居民身份。

與第一代智能身份證相比，新的第二代智能身份證支援非接觸式讀取。此功能可進一步減少了市民通過非常繁忙的邊境管制站自助閘機所需的時間。

Smart Business (Solution for Business and Public Sector Enterprise) Gold Award

商業方案(商業及公營機構)金獎

InfoTalk Corporation Ltd.
InfoTalk-Speaker: Multilingual Text-to-Speech
www.infotalkcorp.com



InfoTalk-Speaker 10.0 is the result of 20+ years of R&D in Hong Kong. Released in 2019, it leapfrogs text-to-speech technology forward to a new frontier, enabling computers, robots, and any automated systems to speak in a natural human-like voice. It speaks languages interchangeably in the very same voice, much like Hong Kong people mixing Cantonese and English words as they speak.

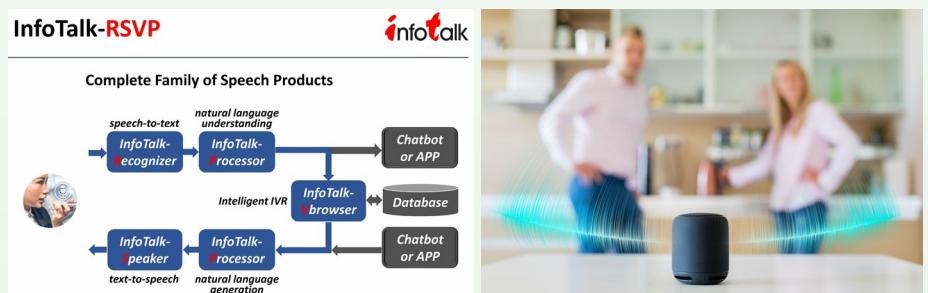
Powered by artificial intelligence, machine learning, speech science, and Cantonese phonetics and linguistics, InfoTalk-Speaker 10.0 obsoletes all text-to-speech products that sound mechanic and monotonous. After decades of R&D, it finally reaches a tipping point making computers and robots sound human. Its naturalness gives a new horizon to uncharted waters of applications.

InfoTalk-Speaker is available in multiple languages, including Cantonese, Putonghua, and English. Thanks to AI and machine learning, words that can be spoken in different ways are spoken with the correct pronunciation for the context. It knows special Cantonese characters not found in most dictionaries. It speaks Cantonese and Putonghua with tonal precision that only native speakers of the languages can do. It articulates English with prosodic patterns that make it sound like a native human speaker. More languages will be released soon.

Leading organizations use InfoTalk-Speaker for mission-critical applications. It is ideal for a variety of voice and language solutions, such as AI chatbots, voicebots, virtual assistants, virtual receptionists, virtual kiosks, talking robots, e-books, intelligent IVR systems, and public announcements in a wide range of industries, including telecommunications, finance, banking, transportation, betting, entertainment, government, real estate, logistics, utilities, travel, and tourism.

InfoTalk-Speaker is one of the core products in the award-winning InfoTalk-RSVP family: (1) InfoTalk-Recognizer for speech-to-text; (2) InfoTalk-Speaker for text-to-speech; (3) InfoTalk-Vbrowser for intelligent IVR; and (4) InfoTalk-Processor for natural language processing. Depending on the application, InfoTalk-Speaker can be deployed with or without other InfoTalk-RSVP products.

言豐科技有限公司 多語種語音合成



InfoTalk-Speaker 10.0 是經過20多年精心研發出來的新成果。自2019年推出，它把語音合成科技昇華到一個新層次，令電腦、機械人、和自動系統自然地說話，更能以同一把入聲，說出不同的語言，像香港人說話時中英夾雜一樣。

由人工智能、語音科學、粵語語言學匯聚打造的InfoTalk-Speaker摒棄了同類產品機械又單調的聲線。它的自然入聲為各應用領域開闢了一片新天地。

InfoTalk-Speaker 目前支援廣東話、普通話和英語，更多的語言亦將發布。它懂得所有的香港特別字，憑着機器學習的算法，令即使一字多音的文字，都能根據語境正確地說出。其準確的音調和韻律，足以媲美說母語的真人。

已有多個大型企業使用InfoTalk-Speaker。它的應用領域很廣泛，如：對話機械人、虛擬助手、聊天機器人、電子書、智能IVR、廣播系統等。囊括了各行業：電信、金融、銀行、運輸、博彩、娛樂、政府、房地產、物流、公共、旅遊等。

InfoTalk-Speaker是獲獎的「InfoTalk-RSVP」其中之一的產品，包括：(1) 語音轉文字的InfoTalk-Recognizer; (2) 文字轉語音的InfoTalk-Speaker; (3) 智能IVR的InfoTalk-Vbrowser; 和 (4) 自然語言處理的 InfoTalk-Processor。

Comments from Judging Panel 評審委員會評語

Artificial intelligence has brought great advances to computational linguistics in recent years. The InfoTalk-Speaker is a text-to-speech product/service that is “well-tuned” for the processing of the Cantonese dialect commonly used in Hong Kong. The mixing of English in the Cantonese is well supported in this InfoTalk-Speaker. The voice-cloning feature of the product allows its users to train the system to “speak” with the voice characteristics of a target individual.

This InfoTalk-Speaker, Text-to-speech product/service is widely accepted in many industry sectors and public sectors.

近年來，人工智能為計算語言學帶來了巨大的進步。InfoTalk Speaker是一種“文字轉換語音”產品/服務，經過精心調校，可用於處理香港常用的廣東話。InfoTalk Speaker能夠支援了英語與粵語的混合。此產品的語音克隆功能允許其用戶訓練系統以“講話”目標人群的語音特徵。

InfoTalk-Speaker語音合成產品/服務已被許多行業和公共部門廣泛使用。

Smart Business (Solution for Business and Public Sector Enterprise) Silver Award

商業方案(商業及公營機構)銀獎

Airport Authority Hong Kong / Teksbotics (Hong Kong) Ltd. Multifunctional Robot



Teksbotics



Multifunctional robot can navigate to different areas at the terminal buildings of Hong Kong International Airport. The top module of the robot can be customised to perform different duties, such as terminal facility patrol, dutiable goods delivery, file delivery and food delivery in restaurant.

For terminal facility patrol, robots are able to collect terminal temperature, Wi-Fi signal status and iBeacon signal status, etc. The data collected will also be used for big data analysis to enhance operation efficiency.

In addition, robots are also equipped with compartment and tray which enable them to deliver goods and food for passengers.

Positive feedback has been received from passengers, airport community and internal users with the benefit to enhance operation efficiency and passenger experience and promote the “smart airport” blueprint.

香港機場管理局 / 德思科技投資(香港)有限公司 多功能機械人

多功能機械人能穿梭香港國際機場客運大樓多個範圍，其上層模件可作特別組裝，以執行巡邏客運大樓、送遞應課稅品和檔案，以及在食肆內派送食品等不同任務。

機械人在客運大樓巡邏期間能同時收集室內溫度、Wi-Fi及信標技術訊號狀況等數據，這些數據將用作大數據分析，提高運作效率。

此外，機械人配備分格及托盤，可以為旅客送遞貨品及食物。

旅客、機場同業及機管局員工對機械人給予正面評價，認為它有助提升運作效率及旅客體驗，實現「智能機場」發展藍圖。



Comments from Judging Panel 評審委員會評語

This is innovative applications of robots in airport operations. Two scenarios have been tested very successfully in this exploratory stage.

1. The use of robots to patrol the airport facilities and to take environmental data. This includes getting measurements on temperature, Wifi and mobile signal strength, lighting conditions, etc.
2. The delivery of small items to designated locations within the facilities.

These two application scenarios have not only given savings in manpower needs. It also improves service quality with improved data collection capabilities and higher traceability of the delivered items.

This project paves the way for other innovative applications of robots to support airport's operation.

這是機器人在機場運營中的創新應用。在這個探索階段，已經成功地測試了兩種方案。

1. 使用機器人巡邏機場設施並獲取環境數據。這包括獲取有關溫度，Wifi和移動信號強度，照明條件等的度量。
2. 將小物品運送到設施內的指定位置。

這兩個應用場景不僅節省了人力。它還通過改進的數據收集功能和已交付項目的更高可追溯性來提高服務質量。

該項目為其他創新應用的機器人作好準備，以支援機場的運營。

Smart Business (Solution for Business and Public Sector Enterprise) Certificate of Merit

商業方案(商業及公營機構)優異證書

Electrical and Mechanical Services Department (EMSD) / The Lift & Escalator Contractors Association (LECA) / Vocational Training Council (VTC)

Virtual-Reality based Lift Maintenance Simulator (VR-LMS)

機電工程署
EMSD



The Virtual Reality-based Lift Maintenance Simulator (VR-LMS), which is jointly developed by the Electrical and Mechanical Services Department (EMSD), the Lift & Escalator Contractors Association (LECA) and the Vocational Training Council (VTC), is a pioneering VR training solution for lift maintenance industry in Hong Kong aiming to enhance the safety at work behavior via an interactive modular training platform.

By referencing to the actual work environment and tools used in lift maintenance, the VR-LMS simulates the maintenance procedures, lift operation and emergency situations, and presents to its users a vivid and immersive VR training environment through VR head-mounted display.

The VR-LMS is a simulation software specifically built using state-of-the-art 3D models, cinematic lightening and sound. The procedures of maintenance, emergency situations and their logics or sequence of happening are carefully programmed so that the system can recreate the effects of actual errors attempted by technician at work in the simulation. User will be guided by the VR-LMS to carry out maintenance works in VR using the hand-held controllers on both hands. Certain emergency situations will take place randomly in the immersive VR training environment and user can learn and practice response swiftly and properly.

Since its official launch in March 2019, the VR-LMS has been adopted by the major registered lift contractors in Hong Kong for training of their registered workers and has been recognised by EMSD as being one of the Continuing Professional Development (CPD) in lift maintenance training for the industry.

機電工程署(EMSD) / 電梯業協會(LECA) / 職業訓練局(VTC) 升降機工作安全虛擬實境訓練模擬系統

升降機工作安全虛擬實境訓練模擬系統是由機電工程署(EMSD)、電梯業協會(LECA)及職業訓練局(VTC)三方携手研發,為香港的升降機保養行業提供先導的虛擬實境培訓方案,旨在通過互動式模塊化培訓平台提高行業從業員工作行為的安全。

本虛擬實境訓練系統參照現實升降機保養環境及使用的工具,模擬保養程序、升降機運作及危險情況,營造逼真的虛擬實境訓練環境,透過虛擬實境頭戴式顯示器向學員展現。學員按照系統顯示的保養指引,雙手利用操縱器在虛擬實境環境進行保養訓練。系統會隨機向學員在身臨其境的虛擬實境訓練環境中呈現一些特定的危險情況,讓學員學習快速和有效的應對。

本虛擬實境訓練系統由2019年3月份正式發佈以來,已獲本地主要升降機保養承辦商採納成為其註冊工程人員所使用的訓練模組之一,並成為首個獲機電工程署承認為業界的持續專業培訓計劃(CPD)的虛擬實境升降機維修培訓方案。

Comments from Judging Panel 評審委員會評語

This is the joint effort of three organizations: The Lift and Escalator Contractor Association (LECA), the Vocational Training Council and the E&M Services Department of the HKSAR government. It aims at find a new way for the training lift and escalator maintenance technicians. Virtual reality technologies were adopted in training simulators in order to create a setting where trainees can learn the basics in lift and escalator maintenance safely. It also provides a setting for the registered maintenance technicians to refresh their learning and to acquire new skills in order to meet the Continuous Professional Development (CPD) requirements for being registered practitioners.

The multi-party collaboration between training bodies, industry associations and a government regulator is an excellent example how innovative use of technology can bring great results to the community.

這是三個組織的共同努力:升降機和自動扶梯承包商協會(LECA),職業訓練局及香港特區政府機電工程署。它旨在為培訓升降機和自動扶梯維護技術人員找到一種新方法。培訓模擬器中採用了虛擬現實技術,以創建一個讓學員可以安全地學習電梯和自動扶梯維護基礎知識的環境。它還為註冊維護技術人員提供了一種設置,可以刷新他們的學習並掌握新技能,以滿足註冊專業人員的持續專業發展(CPD)要求。

培訓機構,行業協會和政府監管機構之間的多方合作是一個很好的例子,說明創新的技術使用可以為社區帶來巨大的成就。

Smart Business (Solution for Business and Public Sector Enterprise) Certificate of Merit

商業方案(商業及公營機構)優異證書

Negawatt Utility Ltd.



Negawatt BuildingOS – Make Your Building Smart Together

Negawatt is a property/engineering tech company specializes in building digital transformation to make building intelligent, sustainable, energy efficient, competitive, which increases property value. As a virtual engineer, Negawatt Building Operating System (BOS) is a cloud-based software platform with artificial intelligence designed to collect, manage, and analyse all building information under one platform - increase building operator's productivity and optimize resources management for building excellence.

To summarize our service value proposition :

- Easy to establish Dashboard System & quick for you to understand your building condition
- User-friendly interface to identify the indoor wellness condition of building with IoT sensors
- Streamlining your document automation and management process
- Prevent data loss
- Reduce operation and project maintenance costs with preventive and predictive maintenance
- Fault Detection and diagnosis with data provided
- Further assist buildings to become more sustainable
- Can achieve control of BMS System to provide best operating mode for chiller plant base on Negawatt A.I. big data analytic.

庫瓦有限公司

庫瓦樓宇建築操作系統 — 與你一起打造智能建築

庫瓦是一家物業智能管理/工程技術公司，專門從事建築物數碼化改造，使建築物智能化，環保永續，高能源效益，更具競爭力，從而增加物業價值。作為虛擬工程師的角色，庫瓦的建築運作系統(BOS)是一個基於雲技術的軟件平台能以其人工智能幫助客戶更易蒐集、分析並整合有關建築物的一切資訊，通過公司獨有的算法，數據會整合進公司自創的模型中，經分析，將產生資源調配最優方案，整個建築物電耗率及操作員工作效能都會因此改善。

總結我們的服務價值主張：

- 簡易儀表板建立系統，并快速幫助您了解建築狀況
- 用戶友好的界面，可從IoT傳感器收集數據和使用圖象顯示建築物的室內健康狀況
- 簡化文檔自動化和流程，提高操作員效率
- 防止數據丟失
- 通過提供的數據進行故障檢測和診斷
- 通過預防性和預測性維護降低運營和項目維護成本
- 進一步協助建築物變得更加可持續
- 可實現對BMS系統的控制，從而為基於庫瓦的AI人工智能大數據分析為冷水機組提供最佳運行模式，幫助客戶實現企業節能目標。

Comments from Judging Panel

評審委員會評語

This Negawatt BuildingOS aims at improving energy efficiency in commercial buildings and shopping malls. Sensors and controllers are installed in these facilities to monitor environmental conditions and to control E&M equipment (e.g. air conditioning systems). Through the use AI algorithms, energy consumption of the E&M equipment is optimized using this Negawatt BuildingOS service.

More than 70 buildings are now under the management of this service. Another 200 are expected to come online by the end of 2020. An innovative business model that can bring great benefits to the community.

庫瓦樓宇建築操作系統旨在提高商業建築和購物中心的能源效率。在這些設施中安裝了傳感器和控制器，以監視環境條件並控制E&M設備(例如空調系統)。通過使用AI算法，使用此庫瓦樓宇建築操作系統服務可以優化E&M設備的能耗。

該服務現在管理著70多個建築物。預計到2020年底，還將有200家上線。這是一種可以為社區帶來巨大利益的創新商業模式。

Smart Business (Big Data and Open Data Applications) Gold Award 商業方案(大數據及開放數據應用)金獎

Arup ARUP

Neuron Smart Building Digital Platform - Empowering Building Sustainability and Wellbeing through AI & Digital Technology

Arup's Neuron Smart Building Digital Platform aims to overcome constraints brought by existing building automation and energy management systems, which focus mainly on monitoring system health and providing alarm capabilities.

Integrating Arup's domain expertise in the building industry with a digital mindset and the power of artificial intelligence (AI), we developed Neuron, an integrated 'BIM (Building Information Modelling) + Internet of Things (IoT) + Big Data Analytics' platform for smart buildings that empowers data-driven energy management and serves as the 'digital brain' for buildings to consolidate and connect data from disparate devices to provide customised insight and machine-learning models for energy monitoring and optimisation.

With no similar product or technology ever launched or available in the current market, this cloud-based centralised management console can fully integrate with the existing Building Management System as well as various data sources generated from the building, enabling prompt and adaptive response to dynamic environment, helping users to effectively reinforce productivity of building facility, reduce operation cost and achieve sustainable development.

Neuron is a total solution taking the concept of smart buildings to a new level and changing the way buildings are designed, constructed, managed, operated and maintained. This spearheading innovation does not only help buildings achieve energy savings, but also create a better indoor environment that focuses on the health and wellbeing of the occupants.

奧雅納工程顧問

Neuron 智能建築數碼系統- 以AI及BIM技術令建築物更節能舒適

奧雅納利用其建築領域專長所開發的Neuron智慧建築數字化平台，能匯集多個獨立樓宇設備和裝置的數據，幫助管理者掌握建築物的實時情況，優化大廈營運和管理。

作為香港首個採用人工智能(AI)的智慧建築方案，Neuron融合建築生命全週期的建築資訊模型(BIM)、物聯網(IoT)、大數據分析(big data analytics)等前沿數碼技術，將智慧建築概念提升到全新水準。Neuron就如同樓宇的「數字大腦」，能夠整合和分析來自不同裝置的數據，通過自我學習樓宇營運的紀錄數據，快速預測、積極回應四周環境變化，以提升建築內的管理效率。

目前，市場上尚未有與Neuron類似的產品或技術。其中央控制平台可以與現有樓宇管理系統以及建築生成的各類數據源完全整合，對動態環境作出迅速響應，幫助用戶有效地提高建築設施生產力，降低運營成本並實現可持續發展。

Neuron提高一體化解決方案，改寫了建築設計、施工、管理、運營和維護的原有模式。它不僅有助於建築節能減排，還以空間消費者的健康為本，優化室內環境。



Comments from Judging Panel 評審委員會評語

Arup's Neuron platform goes beyond BIM, combining it with AI, machine learning, IoT, and smart analytics to take advantage of big data to implement a total solution for smart building. The judges were very impressed with the comprehensive functionality and the platform's track record.

Arup的Neuron平台超越了BIM，將其與AI，機器學習，IoT和智能分析相結合，以利用大數據來實施智能建築的整體解決方案。評委對平台的全面功能和往績印象深刻。

Smart Business (Big Data and Open Data Applications) Silver Award 商業方案(大數據及開放數據應用)銀獎



TradeMonday Ltd. TRADEMONDAY

TradeMonday, an AI Powered Retail Experimental Platform – The Power of Retail Big Data Intelligence for Instant Business Strategy Simulation

TradeMonday is an AI Powered Retail Experimental Platform assisting retailers and brand owners to instantly validate their business decision. The platform turns the product, social media, in-store traffic and retail transaction data into actionable insight and empowers businesses in simulating global and regional sales strategy and business risk management.

The platform analyses rich transaction data from various sources globally helping businesses to reveal insights on day-to-day business decision through visualising the correlations between sales and demographic, discovering product demands and their hidden sales pattern, identifying the most profitable sales channel, in-store customer experience, consumer trend, and real customer voice and presents in an ease-to-use interface, API or integration that fits into SME and enterprise's needs.

Founded in 2016, the company is backed with venture fund in United States, Europe and Hong Kong. It has earned recognitions in Silicon Valley and Asia including Plug and Play, Founders Space, Sente, Ernst & Young, Alibaba, JumpStarter, and RTIA. The solution has been applied into food retail, fashion, cosmetic, electronic and shopping mall globally.

I discovered huge business potential in blue color 100% cotton T-shirt by using daily market transaction forecast, which helped me make procurement decision

Joey, Product Manager

TradeMonday Cloud Solutions

Demand Forecasting

Customized omni data intelligence enables to forecast product demand by materials, demographic, size, color via cloud platform or project object recognition mobile app.

I rethink the B2B sales pipeline based on my client's B2C consumer sentiment instead of B2B sales figures, that significantly maximize the product portfolio and revenue.

Alan, Supply Chain Director

TradeMonday Cloud Solutions

Sentiment-Driven Product Portfolio

Identifying the best product portfolio mix, new procurement opportunity and repackaging the existing inventory based on the positive consumer sentiment

TradeMonday 是一個人工智能零售數據分析平台，目的是幫助零售商和不同賣家即時地作出正確的商業決策。這平台可透過分析產品、社交媒體、店內客流量和零售交易等數據，並協助商家制定更有效的全球及本地零售策略及風險管理。

該平台透過分析全球各種交易的數據，找出銷售和客戶行為的關係、客戶對產品的需求和隱藏的消費模式，並建議最高效益的銷售渠道、店內購物體驗、消費者趨勢和洞察真實的客戶意見，再將其數據按客戶的需要整合或以簡單易明的介面呈現，從而協助零售商每天的商業決策。

TradeMonday於2016年成立，數據分析平台已被應用於不同範疇，例如全球食品零售，時裝，化妝品，電子產品和購物中心。並且分別在美國、歐洲和香港獲得基金投資，同時在矽谷和亞洲，包括Plug and Play, Founders Space, Sente, Ernst & Young, Alibaba, JumpStarter, and RTIA中獲得獎項認可。

Comments from Judging Panel 評審委員會評語

TradeMonday's AI platform leverages big data and AI to help companies make the best informed retail decisions. The judges were impressed with TradeMonday's use cases.

TradeMonday的AI平台利用大數據和AI幫助公司做出最明智的零售決策。評委對TradeMonday的用例印象深刻。

Smart Business (Solution for SME) Gold Award 商業方案(中小企業)金獎

eft Payments (Asia) Ltd.
e+Pay



eft Payments (Asia) Ltd (eftPay) is a leading electronic payment services provider in Hong Kong positioned right at the forefront of the e-payment industry and with unique insights into how to design ideal payment solutions.

With years of experience in the industry, eftPay clearly understands what merchants need to succeed and the headaches they face as they go about their business each day.

“e+Pay” is the result of these insights, taking eftPay’s core integrated payment service and expanding on it with a sophisticated back-end system that boasts multiple value-added features and allows for the future development of innovative new offerings.

Our core integrated payment service accepts the most electronic payment platforms in Hong Kong with a network that includes all major credit cards, Octopus, QR-Code payments, etc. We continue to add new components including overseas wallets to strengthen our network and open up more opportunities for consumers and merchants. All of this is provided in just one terminal, representing a real breakthrough in retail technology.

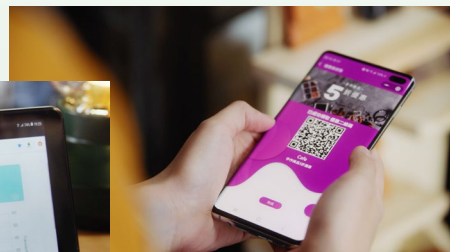
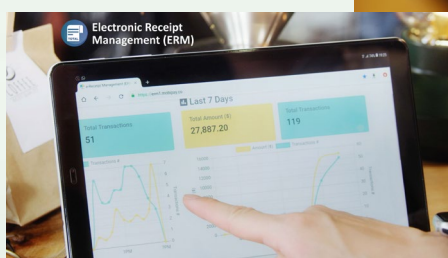
A comprehensive back-end system augments our core payment service. The back-end features such value-added services as Electronic Receipt Management (ERM) and Discount Offer Management, providing a convenient portal for merchants to monitor and control their business performance while reducing their manpower burden.

e+Pay also expands beyond the traditional scope of e-payment services offering paradigm-breaking products such as e+Coupon, a dynamic coupon platform providing an integrated membership, promotion and communications channel that helps merchants create coupon-based marketing campaigns and increase revenue.

“e+Pay” is, in short, a solution that offers fast, reliable, stable and convenient transactions and brings an increasing number of benefits to the e-payment ecosystem. By providing more options to retailers and customers, e+Pay creates more win-win opportunities in the retail ecosystem.

易付達 (亞洲)有限公司 e+Pay

易付達(亞洲)為香港領先的電子支付服務供應商,秉承以客為先的宗旨,盡心為商戶提供最優質的服務,務求為商戶創優增值。憑藉多年業界經驗,易付達深入了解每位客戶的需要,對支付業具真知灼見。



「e+Pay」是易付達推出的服務方案,以核心服務—聚合支付為穩實基礎,加入實用的增值功能,以及創新的服務,三者建構。

其中「e+Pay」的聚合支付是本港目前接入最多支付方式的平台,連接信用卡、二維碼支付和八達通等。一部終端機接入近乎所有主流支付,是支付技術上的一大突破。「e+Pay」會繼續搜羅和接入其他支付,包括海外錢包,以壯大支付網絡。

至於增值服務,如電子收據管理平台和折扣優惠管理後台,則為商戶提供方便之門,讓他們可即時檢視業績,減少人力負擔。創新服務「e+齊齊賞」為電子優惠券平台,突破傳統支付服務,提供促銷渠道,助商戶以低成本進行市場推廣。

簡而言之,「e+Pay」易用、靈活、便利,為商戶提供優質支付服務外,同時為零售業創造更多的雙贏機會。

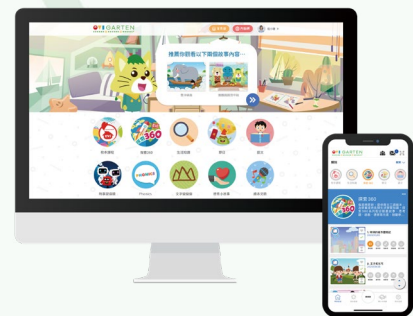
Comments from Judging Panel 評審委員會評語

e+Pay combines almost all mainstream e-payment methods (including Octopus) in Hong Kong into one point-of-sale device. It offers an affordable business model for SMEs to easily adopt their solution with minimal up-front investment. It supports a coupon function for giving discounts to customers.

e+Pay將香港幾乎所有主流的電子支付方式(包括八達通)整合到一個銷售點終端設備中。它為中小型企業提供了一種負擔得起的商業模式,以最少的前期投資即可輕鬆採用其解決方案。它支援優惠券功能,可為客戶提供折扣。

Smart Business (Solution for SME) Silver Award 商業方案(中小企業)銀獎

EVI Services Ltd. EVI Garten (Website/I.O.S/Android)



EVI Garten Equips Children to Face Future Challenges

EVI Garten opens up a new experience of online learning for parents and children alike. Our content is easy to navigate and can be viewed on mobile, tablet or desktop. Parents can browse useful parenting tips and advice in “Parents” section while children can choose a variety of courses in “Kids” section. EVI Garten aims to nurture children as self-motivated learners, active explorers, and happy individuals.

Diversity Learning on EVI Garten

EVI Garten offers a wide range of courses covering various topics. Children can learn in their own time in their own way through watching our animated stories. Most courses come in English, Cantonese and Putonghua, preparing children to be biliterate and trilingual.

Unique School-based Curriculum

EVI Garten encourages each school to design their own unique school-based curriculum and enrich it with EVI resources. Materials are chosen by teachers to reflect children’s interests and to meet specific developmental goals.

Effective Online Learning and Teaching

Teachers can deliver live streaming lessons, publish videos, and give online assignments to keep learning beyond the classroom. Children love technology and digital learning can help motivate them to study more.

EVI Services Ltd. EVI Garten自主探索學習平台 (Website/I.O.S/Android)

EVI Garten 裝備孩子面對未來挑戰

EVI Garten 電子學習平台為幼兒提供全新學習體驗，平台設有「兒童版」及「家長版」，介面簡單易用，支援跨平台，提供完善學習歷程檔案。在EVI Garten裡，孩子可以自由探索，觀看不同種類的學習內容，除了提升幼兒對各種知識的認知，更重要是培養出自主探索的動機和興趣，讓幼兒成為一個學會學習、喜愛學習的快樂小孩！

EVI Garten 提供多元課程

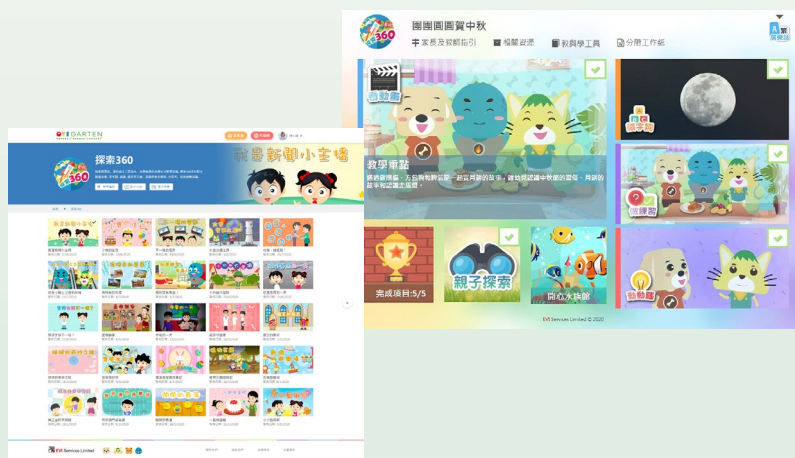
EVI Garten 現提供超過20個精心編排的多元學習課程，透過多元學習課程鼓勵幼兒觀看感興趣的內容，進行自主探索學習。

專屬學校的校本課程

EVI Garten 特別提供專屬學校的「校本課程」，讓學校按校情及學生學習需要，編排適切的課程及上傳教學材料，同時連繫相關的EVI教學資源，讓幼兒在學校或家中都可以進行自學或重溫，提高學習效能。

掌握線上學與教能力

停課期間，老師都陸續實行視像教學，並拍攝及製作教學影片，又利用電子平台派發功課，支援學生在家進行線上學習。不論是老師或學生們，都在這段時間內掌握並了解到資訊科技在學與教上的應用。



Comments from Judging Panel 評審委員會評語

EVI Garten provides a user-friendly and function-rich content management platform for kindergartens to disseminate educational materials to students via a wide range of channels (e.g., PCs and mobile devices). The solution has demonstrated an excellent application of ICT in education with a large user base.

EVI Garten 為幼稚園提供了一個方便使用者及功能豐富的內容管理平台，可通過各種渠道（例如，PC和流動設備）向學生分發教育資料。此方案證明了ICT在具有大量用戶的教育中的卓越應用。

Smart Business (Solution for SME) Bronze Award 商業方案（中小企業）銅獎

Payment Asia Services Ltd. PaymentAsia PA Pay Solutions

Payment Asia was established in Hong Kong since 1999. It is a leading e-Payment and eCommerce company across Asia, providing the most secure and innovative technology for online and mobile payment solutions to local SMEs.

PA Pay Solutions provide one-stop solutions to SME merchants, which combines smart POS terminals, cloud SaaS services and open platforms, providing basic services to run the stores online and offline. With its own developed APP “PA Pay”, which have integrated with various e-payment methods, such as Alipay, WeChat Pay, UnionPay, credit cards, helping the merchants to simplify the payment procedures and reducing operation costs.

Besides, PA Pay Solutions provides comprehensive O2O online and offline integration solutions to meet the needs of merchants and consumers in different scenarios. In addition to integrating payment, it can be seamlessly integrated with E-shop, E-voucher, social media APPs and mini programs, which helps merchants to extend business from offline to online easily. Its own marketing team also works closely with merchants on not just payment processing but also participating in their sales and marketing, by introducing digital marketing plans to boost local sales from online to offline, and exploring Mainland and Southeast Asian markets.

Payment Asia Services Ltd. PA 智能支付方案

Payment Asia 由1999年開始紮根香港，領導亞洲電子支付及電子商貿市場，為本地中小企業商戶提供最安全及創新的電子及流動支付方案。

PA 智能支付方案為中小企商戶提供一站式的解決方案，以支付為核心，結合智能POS機、客製化SaaS服務和開放平台，提供中小企商戶開店的基本服務。他們開發了「PA Pay」應用程式，整合各種電子收款方式，包括支付寶、微信支付、銀聯二維碼、Visa、Master等，可配合智能POS機或智能手機使用，簡化收款程序及減低營運成本。

此外，PA智能支付方案亦提供O2O線上線下整合，打通實體商店及線上商店，融合SaaS、電子票券、支付平台、社交媒體APP和小程序等，讓智能POS從工具變成入口，輕鬆將業務延伸到線上，滿足不同場景下商戶和消費者的需求。自家數碼營銷團隊亦為中小企度身訂造線上宣傳方案，透過社交媒體或應用程式，配合H5、小程序等以線上行銷帶動線下消費，協助商戶利用O2O虛實整合銷售，滿足本地宣傳需要之餘開拓內地以至東南亞市場。



Comments from Judging Panel 評審委員會評語

Payment Asia combines most mainstream e-payment methods in Hong Kong into one point-of-sale device. The company also provides all-in-one packages that allow SMEs to link the payment process with the services provided other third-party partners, e.g., logistics companies.

Payment Asia 將香港最主流的電子支付方式整合到一個銷售點終端設備中。該公司還提供多合一的軟件包，允許中小企業將付款流程與其他第三方合作夥伴（例如物流公司）提供的服務聯繫起來。

Smart Business (Solution for SME) Certificate of Merit 商業方案（中小企業）優異證書

Zero to One Greater China Ltd. GrowthSpot GrowthSpot

GrowthSpot is the 1st AI-driven digital marketing automation software in Asia specifically designed for the retail and e-commerce industry. We come into the market as a disruptive force to bring true expert level of digital marketing skills at an affordable pricing in the form of SaaS modeled marketing advisory tool.

GrowthSpot platform enables online store owners, especially those SMBs, with an intermediate level of digital marketing knowledge to accomplish complex digital marketing tasks and make smart data-driven decisions. It requires no downloading or complex installation. Solving multiple online sellers' pain points such as:

1. Provides tools and features that increase conversion rate of an online store
2. Manage multiple digital marketing channels including Google & Facebook effectively
3. Provide data-based analysis and insights in aid of decision making process
4. Minimize skill and time needed to perform online marketing A/B testing tasks
5. Constantly monitor each digital marketing channel performance to identify growth issues

GrowthSpot is part of the growth engine for SMEs and the larger society. Over 95% of Hong Kong companies are SMEs, who are the major driving force of the HK economy, likewise for other Asian regions like Taiwan, China, and Southeast Asia countries. By empowering our target SMEs to grow their business to full potential via better digital marketing at affordable costs, we are essentially driving Hong Kong, Greater China and the Asia Economy.

Marketing technology and AI automation is the perfect solution to serve this large segment of retail companies at lower cost yet at better quality. The software charges on a monthly subscription basis, which comes with a 15-day free trial period and free digital marketing educational centre to get new users on-board.

無極科技大中華有限公司 GrowthSpot

GrowthSpot智慧平台針對零售業的網店店家而設，是亞洲第一個由AI營銷技術支持的數碼營銷自動化軟件平台，利用SaaS模式和人工智能技術，為中小企用家帶來專業數碼營銷的技術和功能。GrowthSpot平台讓只有基本知識的用戶也能完成複雜的數碼營銷工作，以更小的資源，更快的效率，從數據分析中，作出最佳線上營銷決策。

GrowthSpot是一個線上平台，無需下載或進行複雜安裝。有效解決零售業的中小企業，經營網店時所遇到的多個主要問題，例如：

1. 提供多項技術功能提升網店的轉換率，提升業務訂單及廣告回報
2. 同時管理和運行多個網店常用的營銷渠道，包括Google, Facebook 及 Instagram 廣告
3. 跨線上渠道綜合業務數據分析以支援用家以數據決策
4. 化繁為簡減省線上營銷工作的所需技能或工作時間，例如 Facebook 受眾 A/B 規模化測驗
5. 自動監察線上廣告營銷渠道的表現，從以實時指出問題之所在及提供優化建議

GrowthSpot是推動中小企業和社會經濟增長的一部分。香港超過95%的公司為中小企，貢獻本地GDP超過一半以上。實質上，每家公司都需要營銷推廣以維持及促進業務增長。但現有的數碼營銷服務十分昂貴，對許多企業來說是無法承擔的支出。GrowthSpot的營銷平台及和AI自動化是以較低的成本和更佳的质量為眾多公司提供數碼營銷服務的完美解決方案。我們的團隊正在將這支力量帶入香港和更大的東南亞市場，為中小企業提供強大的營銷技術解決方案。

GrowthSpot平台以簡單的月費形式收費，可隨時取消合約，為零售業的網店店家提供高度彈性。平台為所有新用戶提供15天的免費試用期，同時為用戶提供免費使用教學支援配套，包括文章及教學視像，令新用戶輕鬆上手，以AI營銷技術借力，提升網店業務及線上廣告成效。

Comments from Judging Panel 評審委員會評語

GrowthSpot simplifies the complex processes of placing advertisements on different social networks (e.g., Google and Facebook). Using GrowthSpot without requiring specialized online marketing skills, SMEs can optimize their investment of online advertising budgets to achieve digital marketing effectiveness as good as large enterprises.

GrowthSpot簡化了在不同社交網絡（例如Google和Facebook）上投放廣告的複雜過程。使用GrowthSpot不需要專業的在線營銷技能，中小型企業可以優化其在線廣告預算的投資，以達到與大型企業一樣的數字營銷效果。

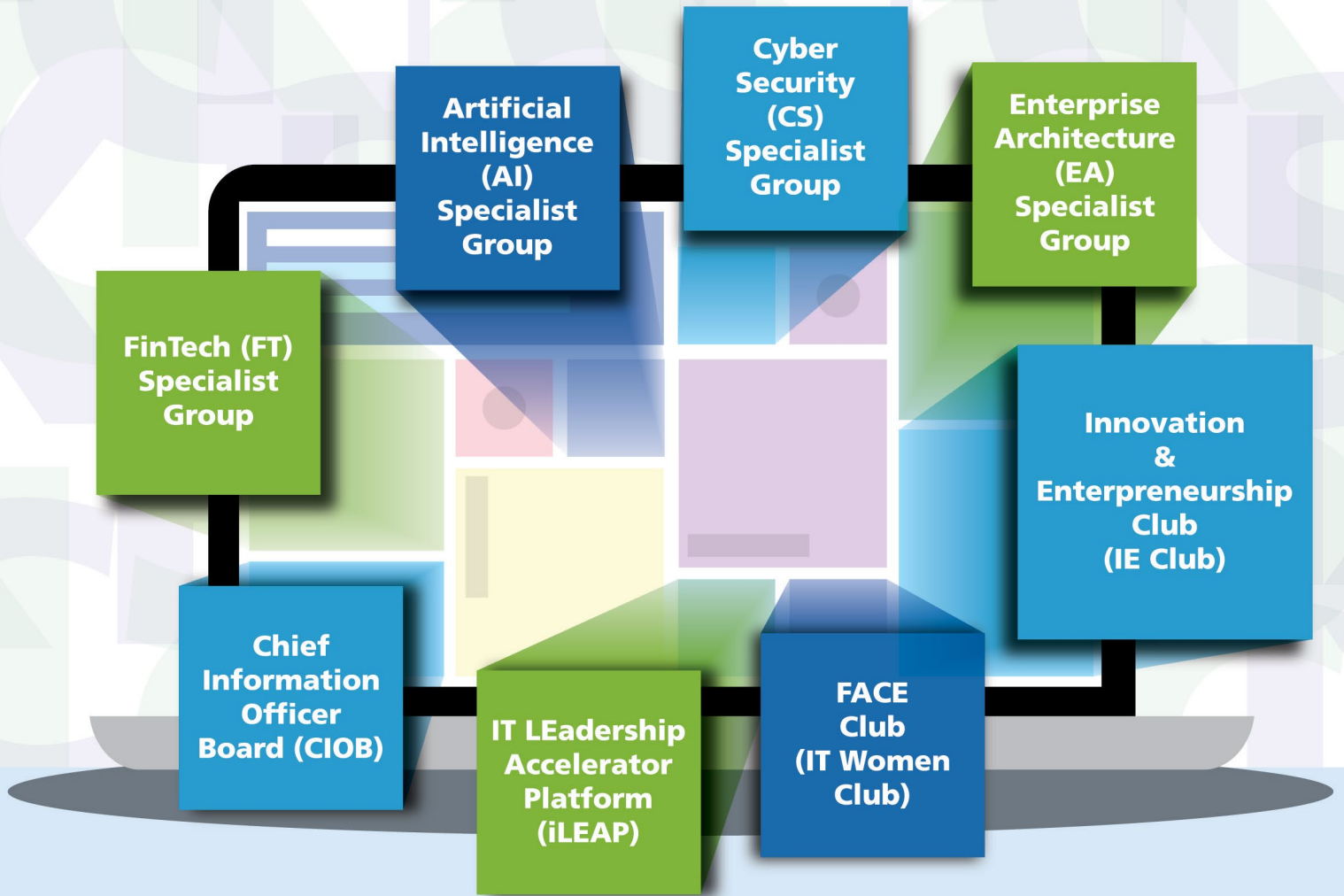
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T: (852) 2834 2228 F: (852) 2834 3003

Room 1801, 18/F, Times Tower, 928-930 Cheung Sha Wan Road, Kowloon, Hong Kong



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