

Press Release  
For Immediate Release

**APICTA2013 Will be Hosted in Hong Kong**  
**HKCS led Hong Kong Delegates Topped APICTA2012 with 5 Grand Awards and 7 Merits**

**December 10, 2012 • Hong Kong** – Hong Kong Computer Society (HKCS) announced today that Hong Kong will host the annual remarkable event in Asia Pacific region – the Asia Pacific Information and Communications Technology Awards 2013 (APICTA2013) in 2013. And Led by HKCS, Hong Kong delegates topped APICTA again with a total of 12 awards, with 5 Grand Awards and 7 Merits this year.

During the press conference, Mr. Stephen Lau, JP, President, Hong Kong Computer Society, announced: “Hong Kong has bid for and will host APICTA2013 in the 2013 November/December time frame. The venue is tentatively scheduled at Cyberport and Hong Kong Convention and Exhibition Center, with more details to be announced later. Undeniably Hong Kong is at the forefront of ICT field in the Asia Pacific region, and its leading position will be further manifested with APICTA2013 to be hosted in Hong Kong.”

Stephen Lau pointed out: “This year, a total of 27 selected entries from 24 local organisations, universities and schools, competed in APICTA2012 held in Brunei from December 2 to 5. HKCS selected, nominated, coached and led the Hong Kong delegates to achieve the best overall results again with 5 Grand Awards and 7 Merits, totaling 12 awards, which is another fruitful year for Hong Kong as in last year we topped APICTA2011 with 5 Grand Awards and 9 Merits.”

APICTA2012 Hong Kong winners’ lists are as follows:

<b>Award</b>	<b>Winning Organisation</b>	<b>Product Name</b>	<b>Category</b>
Grand	Planning Department, HKSAR Government	The GIS-based Site Search Tool	e-Government
Grand	The Hong Kong Polytechnic University	KineLabs for Elderly and Stroke Rehabilitation	e-Health
Grand	International Transport Information Systems Ltd	INLOG: Air/Ocean Freight Operation & Management System, Cargo Truck System and Financial Accounting Operation & Management System	e-Logistics and Supply Chain Management
Grand	Cherrypicks Ltd Media Palette Hong Kong	iButterfly	New Media and Entertainment
Grand	Playnote Limited	AURALBOOK	Startup
Merit	Playnote Limited	AURALBOOK	e-Learning
Merit	Cherrypicks Ltd	Hang Seng Fourth Generation Convergent Online & Mobile Banking Service	Financial Industrial Application
Merit	The Hong Kong University of Science and Technology	Lavinet: An innovative multi-hop wireless network for pervasive Wi-Fi access	Research and Development
Merit	Shun Tak Fraternal Association Yung Yau College	Intelligent Child Care System	Secondary Student Project

Merit	Shun Tak Fraternal Association Yung Yau College	Smart Gardener	Secondary Student Project
Merit	FlexSystem Ltd	FlexWorkflow	Sustainability and Green IT
Merit	City University of Hong Kong	Mobile Live Broadcasting Application	Tertiary Student Project

\*Detail introduction of winning products please refer to Appendix 1.

Stephen Lau said: “I am glad that Hong Kong continues playing its role in APICTA this year, and hereby on behalf of HKCS, I would like to express my sincere congratulations to all winners. The awards were really hard-won, as they need to compete with entries from 11 countries and territories and undergo rigorous evaluation by judges, even Merit winners must achieve 95% or more of the Grand Award score.”

The winner of Award of the Year as well as Best Ubiquitous Networking Grand Award; Grand Award in Hong Kong ICT Awards 2012 (HKICTA2012), Cherrypicks Limited and Media Palette Hong Kong, jointly scooped the APICTA Grand Award in “New Media and Entertainment” with “iButterfly”, a creative mobile coupon entertainment platform which impressed all judges by combining the joy of social gaming and coupon download services and making use of 3D engine and AR to provide a brand new user experience. In addition, Cherrypicks Limited added a merit on its APICTA award list with “Hang Seng e-Banking 4G“, the winner of Hong Kong ICT Awards 2012: Best Business (Application) Award.

Playnote Limited received an APICTA Grand Award in “Startup” and a Merit in “e-Learning” with “AURALBOOK”, a software for mobile education to help students to practice aural skill required in professional music examination worldwide, at anytime anywhere, the winner of Hong Kong ICT Awards 2012: Best Lifestyle (Learning & Living) Award.

Planning Department, HKSAR Government, the winner of “Best Public Service Application Grand Award” in HKICTA 2012, won the APICTA Grand Award in “e-Government”. Furthermore, Hong Kong Polytechnic University and International Transport Information Systems Ltd. both performed excellently and obtained the APICTA Grand Awards in “e-Health” and “e-Logistics and Supply Chain Management”, with “KineLabs for Elderly and Stroke Rehabilitation” and “INLOG: Air/Ocean Freight Operation & Management System, Cargo Truck System and Financial Accounting Operation & Management System”, respectively.

Stephen Lau noted: “APICTA aims to increase ICT awareness in the community, and encourage ICT innovation and creativity. Hong Kong is a member economy of APICTA since 2001 and has been represented by the HKCS in its Executive Committee. Being the largest and most well-established ICT professional body in Hong Kong, HKCS has taken up the responsibility of nomination and coordination of Hong Kong entries with its in-depth knowledge of current Hong Kong IT initiatives. Further, it works with joint efforts with industry specialists in different categories to provide guidance to individual organisations, to well demonstrate the excellence of Hong Kong technology to judges.”

APICTA2012 attracted entries from Australia, Brunei, Indonesia, Macau SAR, Malaysia, Pakistan, Philippines, Singapore, Sri Lanka, Thailand and Vietnam, as well as from Hong Kong SAR.

Stephen Lau explained: “APICTA delegates come from many member-economies in Asia Pacific region, which will bring forward more opportunities for learning and exchanging and benefiting all the participants themselves. It will also be significant in promoting ICT and innovation in the region.

Meanwhile, the judges are also from the member-economies, who ensure a fair and just judging process and authoritative results.”

Stephen Lau concluded: “as the Host of APICTA2013, Hong Kong will do its best to make it an pro and repeierce for all, delegates from different member economies, to enjoy the friendship and share freely with each other. Moreover, we hope the local ICT community could spare no efforts in proposing outstanding products to compete with entries from other economies and achieve recognition for Hong Kong. And it is generally a prerequisite of participating in this Asia Pacific event that their entries should have been recognised by ICT Awards. Thus, HKCS encourages local ICT talents to actively join the Hong Kong Information and Communications Technology Awards 2013 (HKICTA2013) and other local awards endeavor to be recognised. The HKICT Award is open for application until January 11, 2013.”

HKICTA is the ultimate accolade in an local ICT industry. Among the awards, HKICTA2013: Best Business Award, hosted by HKCS, aims at recognising and promoting local ICT business application achievements with 3 categories, including Best Business (Application) Award, Best Business (Product) Award and Best Business (Start-up Company) Award. Gold, Silver and Bronze awards will be presented respectively in each category. Among the 3 Gold Awards, one will be selected as the Grand Award.

For more details, please refer to <http://www.hkcs.org.hk/ictawards>, or contact Hong Kong Computer Society at: Tel: 2834 2228; Fax: 2834 3003; Email: [ictawards@hkcs.org.hk](mailto:ictawards@hkcs.org.hk)

Stephen Lau continued: “HKCS appreciates all sponsors for their kind support to APICTA2012, especially grateful to major sponsors Office of the Government Chief Information Officer (OGCIO) and Hong Kong Trade Development Council (HKTDC), as well as sponsors Cherrypicks Limited, Green Tomato Limited, Hong Kong International Terminals Limited, Outblaze Limited, Pulse MediaTech Limited and Union Hospital. The OGCIO continues to provide subsidies for students and NGOs from Hong Kong in participating in APICTA and the Hong Kong Trade Development Council (HKTDC) also graciously continued to sponsor at APICTA an all-delegate reception where we showcase all our entries from Hong Kong as well as various logistics facilitation. HKCS also hopes to encourage more young talents to join the ICT industry for the betterment of the industry and social economic development through significant events and activities such as APICTA.”

### ***About Asia Pacific Information and Communications Awards***

Asia Pacific Information and Communications Awards (APICTA) is an annual flagship event in the ICT industry of Asia Pacific region, founded by Multimedia Development Corporation in Malaysia in 2001.

APICTA is an international awards program which aims to recognise organisations and individuals in Asia Pacific region who has contribute profoundly to the ICT industry, increase ICT awareness in the community, stimulate ICT innovation, offer opportunities for business matching between IT innovators and investors, facilitate technology transfer and application.

Participants from 16 countries and regions in the Asia Pacific region of the awards program comprise members of the APICTA Alliance. Member economies include Australia, Brunei, China, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Thailand and Vietnam. APICTA member-economies take turns in hosting the annual Awards Program. For details of APICTA, please refer to: <http://www.apicta2012.com>.

Ever since 2001 when Hong Kong for the first time participated in APICTA, HKCS, Being the most well-established and the largest professional association in Hong Kong, has been shouldering the

responsibility of nominating participants in Hong Kong with its in-depth understanding of local ICT industry development.

***About the “Hong Kong ICT Awards 2013: Best Business Award”***

The Hong Kong ICT Awards were established in 2006, supported by Office of the Government Chief Information Officer, Hong Kong Productivity Council, and Hong Kong Trade Development Council, and have 10 award streams, including Best Business Award, Best Collaboration Award, Best Digital Entertainment Award, Best Digital Inclusion Award, Best Green ICT Award, Best Innovation & Research Award, Best Lifestyle Award, Best Mobile Apps Award, Best Public Service Application Award, and Best SME ICT Award which were organised by ten local professional associations, respectively.

The “Hong Kong ICT Awards 2013: Best Business Award” (Formerly known as “IT Excellence Awards”), was established in 1998 by Hong Kong Computer Society, and has become a well recognising award in Hong Kong. This annual event has become a great tool to encourage the use of ICT, to stimulate innovation and competitiveness in the ICT industry and to raise public awareness of ICT application development.

***About Hong Kong Computer Society (HKCS)***

The Hong Kong Computer Society is a non-profit professional organisation established in 1970, which strives to improve and develop Hong Kong's Information Technology (IT) industry. Being the most well-established and the largest professional association in Hong Kong, the HKCS is dedicated to promote the highest professional standards for the industry. The HKCS members are from a broad spectrum of Hong Kong's IT industry, from corporate users to individual talents, all working together for the benefit of the industry.

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***Appendix One: Introduction of APICTA2012 Winners***