**Press Release**
**For Immediate Release**

### Hong Kong Delegates topped the stage again in APICTA Awards 2014
*Hong Kong Computer Society led local ICT elites to achieve 10 awards*

**8th December 2014-Hong Kong**- Asia Pacific Information and Communication Technology Alliance Award 2014(APICTA Awards 2014) was successfully held in Jakarta, Indonesia from 27 November to 30 November. Led by Hong Kong Computer Society (HKCS), Hong Kong delegates topped APICTA Awards for the 4th consecutive year with a total of 10 prizes, including 3 Winners and 7 Merits this year (please see Appendix 1 for the winners and merits list). The APICTA Awards 2014 - Winners & Merits Sharing Session and Press Conference was held today in Hong Kong Productivity Council Building, with the appearance of judges and Awardees representing Hong Kong to share their experiences.

22 applications and products from Hong Kong are nominated by HKCS this year to participate in APICTA Awards 2014 and 10 of them were finally awarded either the Winner or the Merit. Mr. Michael Leung, President of HKCS, sent his wholehearted congratulations to all the award winners in the press conference of APICTA Awards. He also pointed out that, "HKCS nominates and coordinates outstanding Hong Kong entries for APICTA Awards every year. We hope to nurture more potential local ICT elites and to acknowledge their contributions to the industry and more importantly, our society".

13 countries and regions participated in APICTA Awards 2014 and there is only one Winner award in each category. The Merits (two in maximum in each category) go very close to the Winner; only when an Entry(ies) achieve a score of at least 95% from the score of the Winner, the highest and second highest ones are considered the 2 Merits. 3 outstanding local products, despite competitive circustances, achieved the Winner awards: "Genki Sushi Member Recruitment App" from Cherrypicks and Genki Sushi Hong Kong Limited (category: Tourism and Hospitality), "uTouch Cyber Youth Outreach Project" from The Hong Kong Federation of Youth Groups (category: Inclusion and Community), "ICS RFID-technology Development" from Chow Tai Fook Jewelry Group Ltd. (category: Retail and Supply Chain Management). Representatives from each organization showcased their winning products in the press conference today. For the detailed introduction of the products from the Winners and the Merits, please refer to

Appendix 2.

In addition to all participants, various supporting organizations also contributed to make APICTA Awards 2014 another successful one. HKCS appreciates all sponsors for their kind support to APICTA Awards 2014, 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, Hong Kong Air Cargo Terminals Limited, International Transport Information Systems Limited, Outblaze Limited, Playnote Limited and Pulse MediaTech Limited. The OGCIO continues to provide subsidies for students and NGOs from Hong Kong in participating in APICTA Awards and the Hong Kong Trade Development Council (HKTDC) also graciously continued to sponsor at APICTA Awards an all-delegate reception where we showcase all our entries from Hong Kong as well as various logistics facilitation.

At the end of the press conference, Mr. Leung encouraged Hong Kong ICT professionals to strive for excellence, saying that, "I hope that you will come up with more creative ICT applications and products in the future. I believe that this will enable our citizens to live a better life. Besides, you can make international appearance for not only yourself but also Hong Kong by participating in international ICT awards like APICTA Awards."

**Appendix 1:**
**APICTA Awards 2014 Hong Kong Winners and Merits List:**

| Award | Category | Organization | Product Name |
|-------|----------|--------------|--------------|
| Winner | Tourism and Hospitality | Cherrypicks and Genki Sushi Hong Kong Limited | Genki Sushi Member Recruitment App |
| Winner | Inclusion and Community | The Hong Kong Federation of Youth Groups | uTouch Cyber Youth Outreach Project |
| Winner | Retail and Supply Chain Management | Chow Tai Fook Jewelry Group Ltd | ICS RFID-technology Deployment |
| Merit | Communication | Advanced Card Systems Limited | Contactless smart card reader module technology |
| Merit | Government and Public Sector | MTR Corporation Ltd. | An Integrated System for Engineering Works |

| | | | Management |
|---|---|---|---|
| Merit | Inclusion and Community | Office of Service Learning, The Hong Kong Polytechnic University | A mobile Computing Center: A Lab in a Suitcase on a Tuktuk |
| Merit | School Project | The Chinese Foundation Secondary School | ValueHunt |
| Merit | Sustainability & Environmental Technology | CLP Power Hong Kong Ltd. | Towards Smart and Green City-Realization of IoTtechnology in Energy Conservation and Sustainability |
| Merit | Tertiary Student Project | The Hong Kong University of Science and Technology | Wearable Gesture Input Device |
| Merit | Tertiary Student Project | The Hong Kong Polytechnic University | Umbrella Here |

**Appendix 2**
**Product Introduction for the Winners and the Merits of APICTA Awards 2014**

| Award | Winner |
|---|---|
| **Category** | Tourism and Hospitality |
| **Organization** | Cherrypicks and Genki Sushi Hong Kong Limited |
| **Product Name** | Genki Sushi Member Recruitment App |
| **Previous Award** | 1. Relationship Building / CRM Silver Award – MMA The Smarties™ APCA 2014<br>2. Best Mobile Apps Mobile Marketing Silver Award – Hong Kong ICT Awards 2014<br>3. Best CRM & & Loyalty Programme Gold Award – Mob-Ex Awards 2013<br>4. Excellence in Loyalty Marketing Bronze Award – Marketing Excellence Awards 2013 |
| **Product Description** | Genki Sushi Member Recruitment App is a ground-breaking mobile marketing innovation in the F&B industry in Hong Kong to take the traditional |

loyalty programme a leap through mobile, offering both members and members-to-be the highest accessibility and convenience ever, with innate engagements and rewards along anytime, anywhere.

Under the extremely competitive environment of Hong Kong F&B industry, it is hard to maintain customer loyalty by merely adopting traditional advertising and membership recruitment process. The digitalised Membership Recruitment App is integrated with Genki's POS system at its outlets, allowing members and members-to-be to collect Genki points and get rewards on their mobile. Upon transactions made, customers' spending records are encoded as 2D barcodes which include a timestamp that matches the server time with the POS time. The transaction will only go through when both match. "keewee" base station, which is Cherrypicks' patent-pending hybrid presence-detention solution comprising Sonic Communications and Bluetooth Low Energy (BLE), also sends push notifications to the app users when they walking by Genki's outlets, bringing more customers to Genki's outlets to enjoy Genki's service.

| Award | Winner |
|---|---|
| **Category** | Inclusion and Community |
| **Organization** | The Hong Kong Federation of Youth Groups |
| **Product Name** | uTouch Cyber Youth Outreach Project |
| **Previous Award** | 1. Hong Kong ICT Awards 2014: Best Digital Inclusion (Service) Gold Award |
| | 2. Wofoo Asian Award for Advancing Family Well-Being 2014 – Gold Award |
| | 3. Wofoo Asian Award for Advancing Family Well-Being 2014 – My Favourite Project |
| **Product Description** | The Hong Kong Federation of Youth Groups (HKFYG) was founded in 1960 and is the city's largest youth service organisation. For the last 54 |

years, it has been committed to serving the youth of Hong Kong through the provision of a variety of services, activities and programmes, which have an annual attendance of five million. We encourage youth to reach their fullest potential and with community support, we now have over 60 service units. We also have 12 core services, which include the Youth S.P.O.Ts, M21 Multimedia Services, Employment Services, Youth at Risk Services, Counselling Services, Parenting Services, Leadership Training, Volunteer Services, Education Services, Creativity Education and Youth Exchange, Leisure, Cultural and Sports Services, and Research and Publications. We encourage young people to grow into responsible and dutiful citizens and we now have over 170,000 registered volunteers and 370,000 enrolled members. We believe that our motto **HKFYG • Here for You** reaffirms our commitment and dedication to the young people of Hong Kong.

| Award | Winner |
|---|---|
| **Category** | Retail and Supply Chain Management |
| **Organization** | Chow Tai Fook Jewellery Group Ltd. |
| **Product Name** | ICS RFID-technology Deployment |
| **Previous Award** | 1. **HK IoT Award-RFID Application Innovation – Gold Award** <br> 2. RFID Implementation Excellence – Gold Award <br> 3. **Guangdong-Hong Kong IoT Award-Best of IoT Application** |
| **Product Description** | Chow Tai Fook has been constantly seeking new technologies to improve operations, enhance security and facilitate sales for more than 2,100 points of sales and a number of distribution centres located in different cities. By leveraging IoT infrastructure, we determined that RFID technology is the most suitable to meet our diverse needs and requirements for supporting our ever growing |

business operations and long-term strategic development.

The ICS RFID-technology Deployment (IRD) project provides solutions to three important operational aspects in retailing: logistic management, stock control, and sales process and analysis. It is the first-ever comprehensive RFID-based application in the jewellery retail industry to enhance not only operational efficiency and work accuracy, but also the understanding of customer tastes and shopping behaviour by collecting and analysing the big data. Four innovative IoT based smart devices, namely smart RFID tag, Smart Tray, Logistic Tray and mHand, are designed and developed to meet our specific needs. An implementation plan has been rolled out to introduce the IRD project to the entire retail value chain in phases.

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|---|---|
| **Award** | Merit |
| **Category** | Communication |
| **Organization** | Advanced Card Systems Limited |
| **Product Name** | Contactless smart card reader module technology |
| **Previous Award** | Local award |
| **Product Description** | The contactless smart card reader module is developed based on 13.56MHz Radio-frequency identification (RFID) technology. It facilitates secure contactless smart card transactions that are faster than those performed by contact technologies, thereby increasing user convenience. NFC (Near Field Communication) technology, a subset of contactless technology, is also built into the modules. Through NFC, the product widens possibilities for users. It can emulate a card, read or write information, and perform P2P (peer-to-peer) functions, for intuitive interaction with smart cards, smart card readers, mobile phones, and other |

NFC-enabled devices.

The product is highly flexible and it may be configured many ways—combined with biometric technologies for stronger authentication; used in mobile card readers to enable transactions anywhere; or used in payment terminals. It comes in a diverse range of form factors depending on clients' needs to enable many applications.

It can be used for common applications such as access control and customer loyalty, and for complex applications such as file exchange, smart posters, retail payment and automatic fare collection (AFC).

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|---|---|
| **Award** | Merit |
| **Category** | Government and Public Sector |
| **Organization** | MTR Corporation Ltd. |
| **Product Name** | An Integrated System for Engineering Works Management |
| **Previous Award** | 2014 Hong Kong ICT Awards – Best Business Solution Grand Award and Best Business Solution (Application) Gold Award |
| **Product Description** | The "Integrated System for Engineering Works Management" of the MTR Corporation Limited is a new version of the Engineering Works Management System to replace the legacy systems that have been used for many years.   The system automates the entire engineering works management business process from planning to electrical power arrangement, traffic notice publication and implementation of the engineering works in the railway system.<br><br>The use of innovative technologies enhances efficiency by increasing productivity and maximising the usable time to do engineering works during non-traffic hours.   The Artificial |

Intelligence Solution further ensures the work safety and optimizes resource utilisation. This is certainly beneficial to the success of the Corporation's railway network expansion.

The system also improves the competitive edge of the Corporation for overseas business opportunities through open architecture, multi-language, multi-platform and multi-database design.

With proven IT project management and system delivery methodology and processes; and good teamwork, this project was successfully delivered with high user recognition

| Award | Merit |
|---|---|
| **Category** | Inclusion and Community |
| **Organization** | Office of Service Learning, The Hong Kong Polytechnic University |
| **Product Name** | A mobile Computing Center: A Lab in a Suitcase on a Tuktuk |
| **Previous Award** | 2014 Hong Kong ICT Awards Best Digital Inclusion(Service) Award |
| **Product Description** | "Lab in a Suitcase" – a mobile computer lab to provide a viable, sustainable digital inclusion solution in the developing centuries.<br><br>In 2013, only 39.5% of individuals in East Asia & Pacific region are able to access the Internet. In Cambodia, the situation is even worst, only 6% of their population can access the Internet while 9.3% of people have a computer. However, we believed that 100% of people need education, especially the students who are studying in rural area.<br><br>Our solution blends portability and mobility. We designed a "Lab in a Suitcase". It contains a server with 5000+ educational video, Wikipedia and eBooks and students can use the mobile devices to |

access the eReources. It can be further linked to a solar panel for added flexibility, or to a TukTuk for enhanced mobility. Until 2014, we has deployed 3 sets in 3 primary schools in Cambodia and Rwanda, and trained the NGO staff and local teachers to maintain the suitcase. Our "Lab in a Suitcase" thus provides an ICT learning environment to over 500 primary school students in rural area.

| Award | Merit |
|---|---|
| **Category** | School Project |
| **Organization** | The Chinese Foundation Secondary School |
| **Product Name** | ValueHunt |
| **Previous Award** | 1. Silver Award in Hong Kong ICT Awards 2014: Best Student Invention (Secondary School) Award<br>2. First Runner-up and Best Innovation Award in HKUST Android Application Design Contest 2013 |
| **Product Description** | ValueHunt is a platform for people to build their own campaign for fundraising. It can be any event or game to make it fun. It is also cost-saving, entertaining and meaningful.<br><br>The creator needs to give some details of the campaign and set up route for the walk using Google Map. QR codes will be provided, and the creator has to attach them along the route as checkpoints. We use QR codes to allow users to complete the campaign even offline. After all, ValueHunt will help attracting people to participate in the event.<br><br>For participants, they can register our app to set up an account. They can pick up an event which most interests him/her. During the game, the challenge-takers may need to do some funny tasks, for instance, jump for 20 times. They may take some |

| | videos to attract more people through social networks and web sites.<br><br>Sponsorship can be funded by simply several clicks for any amount.<br><br>We want more people to involve. Would you join us? |
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| **Award** | Merit |
| --- | --- |
| **Category** | Sustainability & Environmental Technology |
| **Organization** | CLP Power Hong Kong Ltd. |
| **Product Name** | Towards Smart and Green City-Realization of IoT Technology in Energy Conservation and Sustainability |
| **Previous Award** | 1. Gold Award in IoT Implementation Excellence by GS1 Hong Kong<br>2. Gold Award in IoT Application Innovation by GS1 Hong Kong<br>3. Silver Award in Best Business Solution (Internet of Things) of Hong Kong ICT Awards 2014<br>4. 2014 PMI Award for Project Excellence by Project Management Institute, CLP Power Hong Kong Ltd was the first and sole winner in Asia Pacific Region. |
| **Product Description** | To help customers manage their electricity consumption in a smart and intelligent way, CLP launched myEnergy Program that enables customers to proactively control their own electricity consumption, and achieve energy conservation and hence a greener lifestyle by providing them with near timely and detailed energy consumption information.<br><br>The program features the first Advanced Metering Infrastructure (AMI) system in South East Asia that works from the billing system to the meters in the field. It comprises smart meters and |

communication technologies that interact and communicate with various systems to frequently collect consumption data from customer premises and transfer them to CLP and allows two-way communication between customers and CLP.

myEnergy program is a real-world implementation of IoT. It provides a win-win-win situation to society, customers and the company. The AMI-enabled platform and services, which could drive energy efficiency and conservation, pave the way for a sustainable future for Hong Kong, and enable the company to provide excellent customer services and enhance operational efficiencies, are leading Hong Kong into a smarter and greener city.

| Award | Merit |
|---|---|
| **Category** | Tertiary Student Project |
| **Organization** | The Hong Kong University of Science and Technology |
| **Product Name** | Wearable Gesture Input Device |
| **Previous Award** | 1. Hong Kong ICT Awards 2014 - Best Student Invention Silver<br>2. JEC Outstanding Engineering Project Award 2014 Silver |
| **Product Description** | Gesture control is one of the hottest topics in recent years. It provides an entirely new interface for humans to command a machine. Unlike traditional input devices that require you to have physical contact with the machine, you give commands by moving your hand in a 3D space. Gesture control is natural, easy to learn and capable of complex input message, hence it draws interest from around the world on its research and development.<br><br>Apart from personal computers, the GCD (Gesture Control Device) can be integrated in many different systems to overcome the limitations of conventional |

| | input devices or even replace them. For example, in art and design, designers can use it to draw or assemble 3D models in a more authentic way. In medical aspect, it can be used to control robotic arms to conduct remote surgeries. In sports such as basketball, tennis and bowling, players can wear the device while practicing to analyze their hand motions and improve the efficiency of training. Because of its high portability and high precision, there are countless possibilities in the real world where the GCD can be used in the future. |
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| **Award** | Merit |
| **Category** | Tertiary Student Project |
| **Organization** | The Hong Kong Polytechnic University |
| **Product Name** | Umbrella Here |
| **Previous Award** | 1. M21 Creative Project The Youth Learning - The Youth Learning on Pacific Economic Cooperation 2. Hong Kong ICT Awards 2014: Best Digital Entertainment (Interaction Design) Gold Award 3. GSC: PolyU Pre-Challenge Gold Award & Theme Award 4. HKTDC Entrepreneur Day: Entrepreneur Arena-Winner 5. New Zealand's Best Interactive Design 6. China University Business Challenge First-Class Honor 7. iStartup@HK Video-pitch contest - First Runner-Up 8. Kickstarter Staff Pick Project |
| **Product Description** | During rainy days, each umbrella is just like a private shelter for each person. This little shelter chops off all the contacts between people. People only care about their own destinations and neglect |

| | everything surrounding them. |
| --- | --- |
| | Umbrella Here is a light that can be attached on an umbrella. It is controlled by a mobile app that tells people that this umbrella is available for sharing. Just like the light you would see on a taxi. When the light is on, it represents that strangers are welcome to come in and share your umbrella. With this simple light, people who forgot their umbrellas will be helped by others with umbrellas. Umbrella Here encourage everyone to take part in this movement. It creates a space that facilitates communication between strangers, connecting different people from different classes or stages in life together. |

## About Asia Pacific Information and Communications Awards

Asia Pacific Information and Communications Alliance Awards (APICTA Awards) is an annual flagship event in the ICT industry of Asia Pacific region, founded by Multimedia Development Corporation in Malaysia in 2001. APICTA Awards is an international awards program which aims to recognize organizations and individuals in Asia Pacific region who 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, and facilitate technology transfer and application.

Participants from 17 countries and regions in the Asia Pacific region of the awards program comprise members of the APICTA Alliance. Member economies include Australia, Brunei, China, Chinese Taipei, 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, which is won through a bidding process.

Ever since 2001 when Hong Kong for the first time participated in APICTA Awards, 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 Hong Kong Computer Society (HKCS)**

The Hong Kong Computer Society is a non-profit professional organization 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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