

Press Release

For Immediately Release

**HKCS Nominates 22 Local Elite Teams Participate in APICTA 2011
24 Outstanding Products and Applications Compete for Awards in 14 Categories**

November 6, 2011 Hong Kong -- 24 local outstanding products and applications, some are winning products from HKICT awards, are nominated by the Hong Kong Computer Society (HKCS) to compete in the Asia Pacific Information and Communications Technology Awards 2011 (APICTA 2011), which will be held from November 8 to 12, 2011. Representatives of all the 22 participating organizations will fly to Pattaya, Thailand on November 8 (Tuesday), to compete for Awards in 14 categories.

Ir. Stephen Lau, JP, President of the Hong Kong Computer Society stated: “APICTA is an annual flagship event among the information and communications technology (ICT) industry in Asia Pacific region. Hong Kong is a member economy of APICTA since 2002 and has been represented by the Hong Kong Computer Society (HKCS) in its Executive Committee. HKCS is also responsible for the recommendation and coordination of competing entries in Hong Kong. APICTA aims to increase ICT awareness in the community, and encourage ICT innovation and creativity.”

All 24 participating products and applications have received recognition in various ICT related awards in Hong Kong and are nominated by HKCS, including the Central Command System of Marine Police, developed by the Hong Kong Police Force and the Electrical and Mechanical Services Department, HKSAR Government, which is the winner of Award of the Year as well as Best Public Service Application Grand Award of the Hong Kong ICT Award 2011; JM Digital Publishing Platform of Pulse MediaTech Ltd., the winner of Best Business Grand Award; MTR Mobile iPhone and iPad Applications of Cherrypicks Ltd. / MTR Corporation Ltd., the winner of Best Lifestyle Grand Award; Hennessy Mix – World’s First Location-based Mobile Augmented Reality Vision Experience of Cherrypicks Ltd., the winner of Best Ubiquitous Networking Grand Award and so on.

Ir. Lau has great expectation of all participating applications and products: “We have no doubt regarding their technology content and creativity. Here I wish all the success of our participating teams.”

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“The competition also provides opportunities for sharing and exchange, which help individual organization to search for investment partners, facilitate technology transfer and application, as well as promote regional ICT advancement and social economy development. And the awards themselves also highly recognize the winners and their products. Ever from 2002, Hong Kong has been actively participated in the event and won a number of awards each year.” Added Mr. Lau.

APICTA 2011 with 17 competing categories will be held at Dusit Thani Hotel in Pattaya, Thailand. The 27 entries from Hong Kong will compete in 14 categories including 3 entries which compete in the Start-up Company category. The 14 categories include Communications, e-Government, e-Health, e-Learning, e-Logistics and Supply Chain Management, New Media and Entertainment, Research and Development, Security Application, Sustainability and Green IT, Tools and Infrastructure, Tourism and Hospitality, Start-up Company, Secondary Student Project and Tertiary Student Project.

Ir. Lau explained: “Participants of APICTA come from 16 member-economies, which will bring forward more opportunities for learning and exchange. All participants will certainly benefit a lot from the competition. It will also be significant in promoting ICT and innovation in the region. In the mean time, the judges of the competition are distinguished members in ICT from the member-economies, which ensure a fair and just judging process and authoritative results.”

Ir. Lau furthered: “Being the largest and longest established professional ICT organization in Hong Kong, HKCS will untiringly continue to support APICTA, as well as other activities beneficial to Hong Kong’s ICT industry development. We are pleased to have sponsors this year including AsiaPay Limited, Far East Holdings International Limited, Office of the Government Chief Information Officer of the Government of the Hong Kong Special Administrative Region, and Outblaze Ventures Holdings Limited. The HKTDC (Hong Kong Trade Development Council) also continues to sponsor at APICTA an all-delegate reception where we will showcase all our entries from Hong Kong. HKCS is appreciated for their kind support. Through significant events and activities such as APICTA, HKCS encourage more young talents to join the ICT industry, the continual development of which is essential to the economic success of Hong Kong.

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.

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APICTA is an international awards program which aims to recognize organizations 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, which is won through a bidding process. For details of APICTA, please refer to: <http://www.apicta2011.com>

Ever since 2002 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 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: APICTA 2011 Participants List

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	Name of Nominee	Product Name	Category
1	TalkBox Limited	TalkBox Voice Messenger	Communications
2	Hong Kong Police Force, and Electrical Mechanical Services Department, HKSAR Government	Central Command System of Marine Police	e-Government
3	Union Hospital	Mobile Clinical Solution	e-Health
4	3D Avatar School Limited	3D Avatar School 3D e-Learning System	e-Learning / Start-up Company
5	Hong Kong Education City Limited	Online Question Bank (OQB)	e-Learning
6	Starwish Little Prince Studio Limited	Starwish Little Prince e-Learning Series	e-Learning
7	Center of Cyber Logistics, Li & Fung Institute of Supply Chain Management & Logistics, CUHK	RFID-enabled On-Target Supply Chain Visibility Platform	e-Logistics and Supply Chain Management
8	ECO -Block International Co. Limited	GPallets System : Pallets for the next century	e-Logistics and Supply Chain Management
9	Cherrypicks Limited	Hennessy Mix – World’s First Location-based Mobile Augmented Reality Vision Experience	New Media and Entertainment
10	Pulse MediaTech Limited	JM Digital Publishing Platform	New Media and Entertainment / Start-up Company

	Name of Nominee	Product Name	Category
11	City University of Hong Kong	Use-IT-Easy - A low cost, high performance mobile RFID solution	Research and Development
12	Insight Robotics Limited	The Insight Dispersed Assets Management Platform (IDAMP)	Research and Development / Start-up Company
13	NLSI Lui Kwok Pat Fong College	Schoolbag helper	Secondary Student Project
14	Shun Tak Fraternal Association Yung Yau College	Smart Vehicles System - Smart Vehicles Monitoring & Security System	Secondary Student Project
15	St. Margaret's Co-educational English Secondary & Primary School	Advanced Bus System	Secondary Student Project
16	Network Box Corporation Limited	Z-Scan: Network Box's award winning zero day anti-virus system, based on in-the-cloud technology	Security Application
17	Secure Information Disposal Services Limited	ID ² Tracer - Adoption of RFID in Confidential Documents Disposal Services	Security Application
18	MTR Corporation Limited	PC PowerSave Scheme/Print Service rationalization	Sustainability and Green IT
19	Hong Kong Baptist University	Ulcer Detection in Gastrointestinal Videos	Tertiary Student Project
20	The Hong Kong University of Science and Technology	Modular-based Underwater Robotics System	Tertiary Student Project
21	The University of Hong Kong	Secure ERP System with Multiple Authentication Methods	Tertiary Student Project

	Name of Nominee	Product Name	Category
22	FlexSystem Limited	FlexAccount Financial Management System FlexAccount	Tools and Infrastructure
23	Cherrypicks Limited	DiscoverHK.City Walks – the intelligent AR guide to Hong Kong	Tourism and Hospitality
24	Cherrypicks Limited & MTR Corporation Limited	MTR Mobile iPhone and iPad Applications	Tourism and Hospitality

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