

Press Release

For Immediate Release

Hong Kong Topped APICTA 2011 with 5 Grand Awards and 9 Merits
HKCS Nominated, Coached and Led HK teams to Win the Ever-best Results

November 21, 2011 · Hong Kong -- Hong Kong's Information and Communications Technology (ICT) leads the standard in Asia Pacific region. This year, a total of 27 entries from 22 local organizations, selected, nominated, coached and led by Hong Kong Computer Society (HKCS), were competing in Asia Pacific Information and Communications Technology Awards 2011 (APICTA 2011) held in Pattaya, Thailand, from November 8 to 12. Hong Kong topped the awards with 5 Grand Awards and 9 Merits, totaled 14, which is also the ever best results in Hong Kong ICT industry over the years and win glory for Hong Kong.

Ir. Stephen Lau, JP, President, HKCS, noted: "HKCS has been strived to promote local ICT professional development, as well as ICT talent cultivation. It has been a very encouraging outcome that the technology firms supported by HKCS had won totally 14 prizes in APICTA 2011. It also marked a plentiful return for HKCS' efforts on promoting ICT in Hong Kong over the years. HKCS hope that government would continue supporting the development of Hong Kong ICT industry, which could explore the most potential of local technology firms, promote Hong Kong's technology to world class standard and hence inaugurate a new development direction for ICT industry under current Knowledge Economy."

Ir. Lau stated that APICTA is an annual flagship event in ICT industry among Asia Pacific region, normally with one Grand Award and one Merit for the 14 categories respectively. The 27 entries nominated by HKCS, most of them have once won local ICT related awards. The most outstanding results over the years reflected that Hong Kong's technology development had reached the highest standard in the region."

Pulse MediaTech Ltd. received two Grand Awards in "New Media and Entertainment" and "Start-up Company" at the same time. Network Box Corporation Limited, the winner of Grand Award in "Security Application" in 2004, won the Grand Award in the same category again this year. Furthermore, TalkBox Limited and Hong Kong Baptist University both performed excellently and obtained the Grand Awards in "Communications" and "Tertiary Student Project" respectively.

to be continued...

Hong Kong Topped APICTA 2011 with 5 Grand Awards and 9 Merits (Page 2)

Hong Kong education sector also achieved significant success. In addition to the Grand Award of “Tertiary Student Project” won by Hong Kong Baptist University, Hong Kong Education City Limited and Starwish Little Prince Studio Limited both received Merits in the category of “e-Learning”. In addition, Center of Cyber Logistics, Li & Fung Institute of Supply Chain Management & Logistics of The Chinese University of Hong Kong, The Hong Kong University of Science and Technology, and NLSI Lui Kwok Pat Fong College won Merits in “e-Logistics and Supply Chain Management”, “Tertiary Student Project” and “Secondary Student Project” respectively. It also reflected that the technology level of Hong Kong education sector has reached the highest standard in Asia Pacific region.

Cherrypicks Limited achieved excellent results with one Merit in “New Media and Entertainment” and another Merit in “Hospitality and Tourism” for the project partnered with MTR Corporation Limited. Union Hospital and Insight Robotics Limited won Merits in “e-Health” and “Research & Development” respectively.

The Awards Winner of Hong Kong in APICTA 2011:

Award	Winning Organization	Product Name	Category
Grand	TalkBox Limited	TalkBox Voice Messenger	Communications
Grand	Pulse MediaTech Ltd.	JM Digital Publishing Platform	New Media and Entertainment
Grand	Pulse MediaTech Ltd.	JM Digital Publishing Platform	Start-up Company
Grand	Network Box Corporation Ltd.	Z-Scan: Network Box’s award winning zero day anti-virus system, based on in-the-cloud technology	Security Application
Grand	Hong Kong Baptist University	Ulcer Detection in Gastrointestinal Videos	Tertiary Student Project
Merit	Union Hospital	Mobile Clinical Solution	e-Health
Merit	Hong Kong Education City Limited	Online Question Bank (OQB)	e-Learning

to be continued...

Hong Kong Topped APICTA2011 with 5 Grand Awards and 9 Merits (Page 3)

Award	Winning Organization	Product Name	Category
Merit	Starwish Little Prince Studio Limited	Starwish Little Prince e-Learning Series	e-Learning
Merit	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
Merit	Cherrypicks Limited	Hennessy Mix – World’s First Location-based Mobile Augmented Reality Vision Experience	New Media and Entertainment
Merit	Insight Robotics Limited	The Insight Dispersed Assets Management Platform (IDAMP)	Research and Development
Merit	NLSI Lui Kwok Pat Fong College	Schoolbag helper	Secondary Student Project
Merit	The Hong Kong University of Science and Technology	Modular-based Underwater Robotics System	Tertiary Student Project
Merit	MTR Corporation Limited and Cherrypicks Limited	MTR Mobile iPhone and iPad Applications	Tourism and Hospitality

Led by HKCS, Hong Kong teams were awarded 14 prizes, covering 11 different technology areas this year. Hong Kong organizations even sweep both the Grand and Merit awards in “New Media and Entertainment” as well as “Tertiary Student Project”. It reflected that Hong Kong technology has been recognized as the most advanced world-class standard with diversified achievements in different categories and areas.

to be continued...

Hong Kong Topped APICTA2011 with 5 Grand Awards and 9 Merits (Page 4)

“APICTA aims to increase ICT awareness in the community, and encourage ICT innovation and creativity. Hong Kong is a member economy of APICTA since 2002 and has been represented by the HKCS in its Executive Committee. HKCS has been responsible for the selection and nomination of competing entries in Hong Kong, also providing guidance for individual organizations to well demonstrate the excellence of Hong Kong technology to judges.” Said Ir. Lau.

Ir. Lau explained: “Participants of APICTA come from 16 member-economies in Asia Pacific region, 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 from the member-economies in the region, 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 appreciate for their kind support. Through significant events 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.

to be continued...

Hong Kong Topped APICTA2011 with 5 Grand Awards and 9 Merits (Page 5)

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. For details of APICTA, please refer to: <http://www.apicta.org>.

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 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.

#

Issued by: Hong Kong Computer Society
For Media Enquiries: Please contact Davis Man at Man Communications Limited
852-2862 0042 (office) / 852-9408 4928 (Mobile)