

**MTR Passenger collects \$100,000 Grand Prize
in MTR App Talent Quest**

By combining creativity and humour in an engaging and fun game, a regular MTR passenger has won the Grand Prize in the MTR App Talent Quest, defeating dozens of other submissions from around the world.

Mr Louis Lo, who works in the creative industry, drew on his observations of fellow passengers during his MTR commute for his winning submission "Invisible Passenger", a game that reminds users in a light-hearted way how they should and should not behave on the MTR. Mr Lo received a certificate and a cheque for \$100,000 from the Chief Executive Officer of MTR Corporation Mr Jay Walder at the prize presentation ceremony today (8 October 2012).

"I was very surprised to win the competition. I still remember reading the advertisement for the competition while travelling on the MTR," he said. "I wanted to challenge myself. I learned a lot about new technology for smartphones in the process. To win is really a dream come true."

Co-organised by MTR Corporation and the Hong Kong Computer Society, the contest received a total of 99 submissions in the Open, Tertiary (Local), and Tertiary (Areas outside Hong Kong) categories.

"When we launched the MTR App Talent Quest back in April, we said we were looking for unique, clever and fun ideas that could enrich passengers' travel experience, and Louis Lo's app really ticks all those boxes," said Mr Walder, who sat on the final judging panel.

"We are also very encouraged by the response to the contest and the high standard of the entries. MTR is committed to exploring exciting new initiatives through the use of digital technology to add to our latest offerings to passengers including the recent upgrade of MTR Mobile and a range of new apps," he added.

Ir Stephen Lau, JP, President of the Hong Kong Computer Society and also a member of the final judging panel, thanked MTR Corporation for co-organising the App Talent Quest, saying this type of events help in the further development of the local IT industry.

"This contest presented an opportunity and a challenge for experienced and aspiring software developers alike. Digital communications are becoming a very important part of our modern lifestyle, so it's great to see major corporations like MTR taking the lead and encouraging the community to be innovative and creative," he said.

Apart from the Grand Prize, Mr Louis Lo also won the Gold Prize in the Open category with \$15,000 in prize money. A Gold Prize was also awarded in the Tertiary (local) category to Mr Chung Chin-fai, a student at Hong Kong Baptist University. He collected \$15,000 in prize money for his entry "Journey of Ngong Ping" iPhone application.

A total of three Silver Prizes, five Bronze Prizes and a Merit Prize were also awarded to entrants in the various categories. (see Annex for list of winning entries)

- End -

Photo Captions:

1. Grand Prize and Gold Prize winner in the Open category Mr Louis Lo receives a cheque for \$100,000 from Chief Executive Officer of MTR Corporation Mr Jay Walder (left) and President of Hong Kong Computer Society Ir Stephen Lau (right) for his app entry "Invisible Passenger".



2. The judges celebrate with the finalists at the prize presentation ceremony today (8 October 2012).



Winners List of MTR App Talent Quest

OPEN GROUP

Award	Name of Entry	Name(s) of contestant(s)
Gold (Grand)	Invisible Passenger	▪ Louis Lo
Silver	Balance	▪ Cheng Kwong Fai ▪ Lo Cham Sum ▪ Lam Chun Lun
Bronze	Go Left Go Right	▪ Hinnes Lung Yue Hin ▪ Jensen Choi
Bronze	MTR Fans	▪ Cheng Man Fai ▪ Kwan Chung Kiu ▪ Leung Yu Wing
Bronze	Quick Exit	▪ Lai Pak Hong ▪ Brian Tse Kay-Fung ▪ Yuen Chun Ho

TERTIARY GROUP

Award	Name of Entry	Name(s) of contestant(s)
Gold	Journey of Ngong Ping iPhone application	▪ Chung Chin Fai - Hong Kong Baptist University
Silver	MuTi Rapp	▪ Chan Kam On - IVE (Sha Tin) ▪ Chan Chi Lung - IVE (Sha Tin) ▪ Wong Man Yee - IVE (Sha Tin)
Silver	MTR Blink	▪ Chan Ka Wai - The Hong Kong Polytechnic University, Hong Kong Community College ▪ Lai Wing Hei - The Chinese University of Hong Kong, School of Continuing and Professional Studies ▪ Chan Yik Leung - Hong Kong Baptist University
Bronze	MTR Freeway	▪ Li Ho Cheong - The Chinese University of Hong Kong
Bronze	MTR Station Notification*	▪ Lam Hiu Wai - Fu Jen Catholic University, Taiwan ▪ Kuok Ka Wai - National Taiwan University, Taiwan
Merit	MTR Mobile for iPhone*	▪ Liu Danqing - Yale University, US

* Submissions from overseas