Press Release
For Immediately Release

<u>APICTA 2012 Will Take Place from December 3 to 5</u>
<u>HKCS Nominated 27 Outstanding Local Products to Compete in 14 Categories</u>

December 2, 2012 Hong Kong – Hong Kong Computer Society (HKCS) nominated 27 outstanding local products, 21 of which are winners in HKICTA2012 while the other six also won in local ICT awards, to participate in the Asia Pacific Information and Communications Technology Awards 2012 (APICTA 2012) to be held in Brunei from December 3 to 5. The Hong Kong delegate will fly to Brunei today and compete in 14 award categories.

APICTA recognises outstanding contributions to information and communication technology (ICT) in the region and raises community awareness of ICT. Grand Awards go to the winners in each of the 17 categories. Certificates of Merit are also awarded in each category if an entry achieves 95 percent or more of the winning score.

All 27 participating products and applications have received recognition in various ICT related awards in Hong Kong and are nominated by HKCS. 21 of them have won in HKICTA2012, including iButterfly, developed by Cherrypicks Ltd. and Media Palette Hong Kong, and winner of **HKICTA2012 Award of the Year as well as Best Ubiquitous Networking Grand Award**; Community Health Call Centre, winner of **Best Innovation & Research Grand Award**; WeBuzz Facebook Page Application, winner of **Best Business Grand Award**. Successful entries also include iSav: A Data Security Appliance, winner of Hong Kong Award for Industries: Technological Achievement Grand Award, and others. For list of entries, please refer to Appendix.

Below are some of the representatives of APICTA 2012:

Participants	Products	Awards Won	Product Brief Description
Cherrypicks / Media Palette Hong Kong	iButterfly	HKICTA2012 Award of the Year and Best Ubiquitous Networking Grand Award	iButterfly is a gamified location-based coupon and content entertainment App platform where users acquire coupon or content by physically hunting and catching 3D flying butterflies. Making use of 3D engine, AR, location enablement and motion-sensing technologies, iButterfly combines the joy of social gaming and coupon download services together to introduce the brand new user experience.

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HKCS Nominated 27 Outstanding Local Products to Compete in 14 APICTA 2012 Categories (Page 2)

Participants	Products	Awards Won	Product Brief Description
The Hospital Authority	Community Health Call Centre	HKICTA 2012 Best Innovation & Research Grand Award;	The Hospital Authority (HA) innovated the Community Health Call Centre supporting management of targeted high risk elderly patients leveraging on a validated risk prediction model, through regression modeling on 14 clinical predictors based on patient data in our medical record system, to output a predicted probability of emergency admission within 28 days of discharge from major acute hospital among the elderly medical patients. With the help of the risk stratification, HA adopted a proactive approach in giving mainly outbound (instead of traditional inbound) calls to those high risk patients and track them to ensure their health in the community. Three independent evaluations demonstrated a 25-50% reduction of hospital utilization rates, with improvement of clinical outcomes.
WeBuzz Limited	Facebook Page Interactive Marketing Solutions	HKICTA 2012 Best Business Grand Award	WeBuzz platform is a software-as-a-service (SaaS) technology that allows marketers to customize a brand's image and engage fans on Facebook. It currently provides 23 Interactive Marketing Solutions for Facebook Page owners to help them achieve social marketing goals. Engaging solutions including Buzz Creator, Video Contest and Photo Contest facilitate interactions between the customers and the Page owners. These solutions manage to encourage fans to participate and share branded contents with their friends. Increase in fans' engagement will lead Facebook to automatically expose fans to more relevant Page contents, which in turn increases the social marketing potential of a Page. It can also be used to provide fans with incentives or timed product discounts, turning fans into potential customers. The platform helps Pages feature compelling multi-media and cutting-edge graphic designs to bring visual enjoyment to fans and impress them with a distinct brand image.

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Participants	Products	Award Won	Product Brief Description
nwStor Limited	iSav Data Security Appliance	2012 Technological Achievement Grand Award of the Hong Kong Awards for Industries.	iSav Data Security Appliance is a hardware system solution which protects data stored in NAS and file servers within a company's Intranet. Serving as a final defense behind the company's firewall, iSav effectively prevents attacks from hackers and unauthorized insider access to sensitive data. Each file is encrypted with a unique AES 256-bit encryption key. No encryption keys are outside iSav. Since iSav is a network device, it is immune from hacking. Compared with software solutions, iSav has no compatibility issues with different operating systems and software applications. iSav has been proven and recognized for its effectiveness in data security by various customers.

Mr. Stephen Lau, JP, President, HKCS, noted: "HKCS has strived to promote local ICT professional development. Ever since 2001 when Hong Kong joined as a member economy of APICTA, HKCS has represented Hong Kong in its Executive Committee and taken responsibility for nominating and coordinating competing entries in Hong Kong."

Mr. Lau has great expectation of all participating products: "It was really encouraging that local organizations won the Ever-best results last year in APICTA2011 with 14 prizes in total. I eagerly wish the participating teams will continue the success and achieve even better results this year."

APICTA 2012 will be held at Empire Hotel and Country Club in Bandar Seri Begawan, Negara Brunei Darussalam, with 17 competing categories. The 27 entries from Hong Kong will compete in 14 categories, including:

1   e-Government
2   e-Health
3   e-Learning
4   e-Logistics and Supply Chain Management
5   Financial Industrial Application
6   Industrial Application
7   New Media and Entertainment

8   Research and Development
9   Security Application
10   Start-up Company
11   Sustainability and Green IT
12   Tools and Infrastructure
13   Secondary Student Project
14   Tertiary Student Project

Mr. Lau explained: "APICTA delegates come from 16 member-economies, creating more opportunities for learning and exchange. All participants will certainly benefit a lot from the competition. It will also be significant in promoting ICT development in the region. Meanwhile, the judges of the competition are distinguished ICT elites from the 16 member-economies, which ensure a fair and just judging process and authoritative results."

Mr. 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 Office of the Government Chief Information Officer, Cherrypicks Limited, Green Tomato Limited, Hongkong International Terminals Limited, Outblaze Limited, Pulse MediaTech Limited, and Union Hospital. The Hong Kong Trade Development Council (HKTDC) also continues to sponsor at APICTA an all-delegate reception where we will showcase all our entries from Hong Kong. HKCS appreciates so much their kind support and hope 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 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 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.apita2012.com

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HKCS Nominated 27 Outstanding Local Products to Compete in 14 APICTA 2012 Categories (Page 5)

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 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 2012 Participants List

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	Name of Nominee	Product Name	Category
1	Hong Kong Housing Authority	Transforming Business Practice in the Delivery of Public Housing Using Building Information Modelling	e-Government
2	Companies Registry, HKSAR Government	e-Registry: One-stop Electronic Service for Company Incorporation and Business Registration	e-Government
3	Planning Department, HKSAR Government	The GIS-based Site Search Tool	e-Government
4	Hospital Authority, Hong Kong	Community Health Call Centre	e-Health
5	The Hong Kong Polytechnic University	KineLabs for Elderly and Stroke Rehabilitation	e-Health
6	Playnote Limited	AURALBOOK	e-Learning
7	The University of Hong Kong	Interactive Learning Platform on Cloud – iClass	e-Learning
8	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
9	Legato Technologies Ltd	Legato Dispatch Platform	e-Logistics and Supply Chain Management
10	Cherrypicks Ltd	Hang Seng Fourth Generation Convergent Online & Mobile Banking Service	Financial Industrial Application
11	The Hong Kong Polytechnic University B&S Equipment Development Limited Affirm Heart Far East Limited	RFID-based Apparel Management Expert [RAME] System	Industrial Application
12	Cherrypicks Ltd Media Palette Hong Kong	IButterfly	New Media and Entertainment

	Name of Nominee	Product Name	Category
13	Cherrypicks Ltd The Hong Kong Jockey Club	Hong Kong Jockey Club Mobile Betting App	New Media and Entertainment
14	IT Wake Ltd The University of Hong Kong	Mobile Real-time Interactive Learning & Publishing Platform on Cloud	Research and Development
15	The Hong Kong University of Science and Technology	Lavinet: An innovative multi-hop wireless network for pervasive Wi-Fi access	Research and Development
16	Our Lady of China Catholic Primary School Kwun Tong Maryknoll College	Environmental Wind	Secondary Student Project
17	Shun Tak Fraternal Association Yung Yau College	Intelligent Child Care System	Secondary Student Project
18	Shun Tak Fraternal Association Yung Yau College	Smart Gardener	Secondary Student Project
19	nwStor Ltd	iSav: A Data Security Appliance	Security Application
20	Legato Technologies Ltd	Mobile Application Development	Startup
21	Playnote Limited	AURALBOOK	Startup
22	WeBuzz Ltd	WeBuzz Facebook Page Application Development Tools	Startup
23	FlexSystem Ltd	FlexWorkflow	Sustainability and Green IT
24	City University of Hong Kong	Mobile Live Broadcasting Application	Tertiary Student Project
25	The Hong Kong University of Science and Technology	Automatic Smart Car System	Tertiary Student Project
26	The Hong Kong University of Science and Technology	Asia Pacific Robot Contest (ABU Robocon) Robots	Tertiary Student Project
27	Innopage Ltd	Cross Platform Mobile e-Publishing Engine	Tools and Infrastructure