

Media Release
For Immediate Release

MoDev Hong Kong 2013 Conference Kicks off Today

Explore the evolving trends and applications of mobile computing

April 12, 2013 • Hong Kong --- The Modev Hong Kong 2013 Conference, organised by Hong Kong Computer Society (HKCS), MoDevNetwork LLC and co-organised by Hong Kong Cyberport Management Company Limited kicked off at Cyberport today. It is one of the major events in the International IT Fest 2013. The event features speakers from the United States and Hong Kong, who will share their insights on the best practices for mobile app development, deployment and marketing across the corporate and consumer markets.

The MoDev Hong Kong 2013 Conference Opening Ceremony was officiated by Mr. Daniel Lai, BBS, JP, Government Chief Information Officer, The Government of the HKSAR, together with Mr. Stephen Lau, JP, President, Hong Kong Computer Society, Mr. John Chiu, JP, Chairperson of Hong Kong Computer Society Mobility Special Interest Group, Mr. Peter Erickson, Founder of MoDev Network and Mr. Sze Wong, Co-organizer of MoDev Network and Mr. Herman Lam, CEO, Hong Kong Cyberport Management Company Limited.

Mr. Stephen Lau noted: "The arrival of smart phones and tablet devices has ushered in a new era of global mobility. An era defined by a new set of economic principles and an unprecedented pace of growth. New models of distribution coupled with hyper-innovation at the application level is forcing changes to the way traditional systems and businesses operate. Smartphones and apps make it possible for one to reach a global audience and build international brands almost overnight, but the path to long-term success is full of challenges. MoDev Hong Kong 2013 Conference will examine who's leading the way, the secrets to global success and to business opportunities in Asia and the United States."

In addition to several presentations on the current and future development of the mobile application delivered by world class speakers, several application developers are set to participate in the Disruptathon, being held as a pilot event in Hong Kong for the future time..

Participants will compete for four trophies including Presentation Excellence, Viral Potential, Translational Potential and Disruptive Innovation. The Disruptathon Innovation Discovery Platform allows the audience to use a mobile application to provide ratings and feedback to presenters.

Mr. Stephen Lau continued: "MoDev has developed a conference methodology that includes a peer-based learning environment with a faster pace and more content than other events. Additionally, the series has incorporated Disruptathon demo contests for greater excitement for the attendees and presenters. The fast pace and cutting edge content set MoDev apart, as it delivers a great experience for attendees, speakers and sponsors."

The participants in this year's Disruptathon at Hong Kong include:

Countries	Company	Representative
USA	Mobomo	Barg Upende
USA	Gryphn	Navroop Mitter
Hong Kong	Cherrypicks	Jason Chiu
Hong Kong	BeyondZ	Jacky Ko
Hong Kong	Green Tomata	Jacqueline Chong
Hong Kong	Roambi	Sean Luangrath

There are three key concepts in the Disruptathon events: disruptive innovation, fast pace and interaction of all attendees. All presentations revolve around the concept of disruptive innovation. The presenters give quick presentations on their innovative ideas, and how companies, technologies and methodologies disrupt the current market. The audience can provide feedback and ratings on the most disruptive entries and pick the winners.

For the list of speakers and conference details, please refer to MoDev Hong Kong 2013 Conference's official web page: <http://www.hkcs.org.hk/edm/20130226/MoDev/>

About MoDev

MoDev started in 2008 as the MoDevDC meet-up group in Washington, D.C. by entrepreneur Peter Erickson. After several meetings, it became clear that the demand for mobile learning was bigger than a single meet-up group. MoDev has established several chapters including Austin, Miami, Los Angeles, Rhode Island and Hong Kong, and a conference series including MoDevEast, MoDevUX, MoDevTablet and MoDevAsia. Nowadays, MoDev has become an international conference for leading mobile application developers, designers, and marketing professionals to bounce ideas and exchange views on the future of mobile computing.

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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