

Media Release
For Immediate Release

MoDev Hong Kong 2013 Disruptathon

Green Tomato won Presentation Excellence Award; Roambi won Translational Potential Award; Cherrypicks won Best Disruptive Innovation Award

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 had successfully concluded. During Disruptathon, Hong Kong representatives Green Tomato, Roambi and Cherrypicks had won Presentation Excellence, Translational Potential and Disruptive Innovation respectively. These represent the creativity of Hong Kong Mobile App developers reaching U.S. standard.

Disruptathon Winner List:

Award	Company	Representative	Country / Region
Disruptive Innovation	Cherrypicks	Jason Chiu	Hong Kong
Viral Potential	Mobomo	Barg Upender	USA
Translational Potential	Roambi	Sean Luangrath	Hong Kong
Presentation Excellence	Green Tomato	Jacqueline Chong	Hong Kong
Finalist	Gryphn	Navroop Mitter	USA
Finalist	Beyondz	Jacky Ko	Hong Kong

The MoDev Hong Kong 2013 Conference is an international conference and one of the major events in the International IT Fest 2013. The event featured speakers from the United States and Hong Kong to share their insights on the best practices for mobile app development, deployment and marketing across the corporate and consumer markets.

Several U.S. and Hong Kong representatives had participated for the first Disruptathon in Hong Kong and competed for four trophies including Presentation Excellence, Viral Potential, Translational Potential and Disruptive Innovation.

The Disruptathon Innovation Discovery Platform allowed the audience to use a mobile application to provide real time ratings and feedback to presenters.

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 immediately by an online app 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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