Press Release
For Immediate Release

<u>**MoDev Hong Kong 2014 Kicks off Today**</u>
<u>Deciphering the evolving trends and applications of mobile computing</u>

12 April, 2014, Hong Kong --- Co-organised by the Hong Kong Computer Society (HKCS), MoDevNetworks LLC and Hong Kong Cyberport Management Company Limited, the "MoDev Hong Kong 2014" kicked off with an opening ceremony at Cyberport this morning. A seminal international events in mobile communications, it is also one of the major events of the International IT Fest 2014. The forum featured mobile communications experts from the United States, China and Hong Kong as guest speakers, who shared their insights on the best practices for mobile applications development, deployment and marketing across the corporate and consumer markets.

The "MoDev Hong Kong 2014" Opening Ceremony was officiated by Mr. Daniel Lai, BBS, JP, Government Chief Information Officer, Office of the Government Chief Information Officer, The Government of the HKSAR, together with Mr. Michael Leung, President of Hong Kong Computer Society and Mr. Herman Lam, CEO of Hong Kong Cyberport Management Company Limited.

Mr. Michael Leung, HKCS President, remarked, "With the globally connected world, with Cloud, big data, consumerism, social media, mobility is the common driver for both business and consumer innnovative applications. With a delegation from the US, the Modev Forum in 2013 last year composed of a discussion forum in the morning with experts from US and HK in mobility to talk about the status of mobility apps in US and HK, followed in the afternoon by a fun filled activity called Disruptathon, where Apps development presented in 3 minutes each their favourite apps they developed and the audience voted thru an online app for the best presentations in areas of innovation, creativity, likely popularity and best commercial value. The event was very well received and appreciated by the community."

In addition to several talks on the present and future of the development of mobile applications by experts in mobile applications in "MoDev Hong Kong 2014", the Disruptathon was held. Also the Hong Kong International Hackathon 2014 will be held tomorrow (13 April). All these encouraged young developers, designers and entrepreneurs to collaborate and develop practical mobile applications with tremendous creativity, while serving as a platform for investors to look for business opportunities or talents in information technology.

The participants in Disruptathon devised innovative marketing concepts for different industries with mobile communications and presented their latest inventions to the audience. With the use of mobile communications, the audience provided feedback and ratings on the most disruptive entries and picked the winners.

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 provide feedback and ratings on the most disruptive entries and pick the

winners, as the process prompts close interaction between those on stage and off stage.

Mr. Leung noted, "This year 2014, our three Co-organisers expanded the Modev 1 day event in both scope and coverage, to a 5 day event, with 2 days in Shanghai and 3 days in Hong Kong. Winning teams from US, Mainland and HK Hackathons are invited to participate in visits and Modev Forum in Shanghai, then moved to HK for the MoDev Forum and Disruptaton today. The additional highlight is there is tomorrow's "Hong Kong International Hackathon 2014" where the winning teams from US, Mainland and HK will compete for three awards, The Best Creativity Award, The Best Potential Commercial Value Award, The Highest Degree of Completion Award. Post International Activities include all the teams are invited to a Sharing Session in the HKICT Expo and the three winning teams will be recognized at the HKICT Expo Cocktail Reception on Monday"

To be held on 13 April, the Hong Kong International Hackathon 2014 is a by-invitation-only contest. The word "hackathon" combines the word "hack", meaning the design of problem-solving and creative applications rather than unwelcome intrusion or illegal theft of confidential documents, with the word "marathon". During the event, programmers and their teams of software developers will collaborate intensively to develop applications. In the designated time frame, the developers will design practical applications and demonstrate their results.

Mr. Leung stated, "On behalf of HKCS I wish to thank our Co-organisers, Hong Kong Cyberport Management Company Limited and ModevNetworks LLC, for their partnership and efforts, and to MTR Corporation Limited as our event sponsor, and Microsoft Hong Kong Limited and Huawei Technologies Limited as our technology sponsors, and Pulse MediaTech Limited as our prize sponsor, Their support and CSR contribute to the success of this ambitious endeavour which require substantial resource and logisitics support."

Please see attached appendixes for the list of speakers with forum rundown, and the lists of participants in "Disruptathon" and "Hong Kong International Hackathon 2014", or visit the official website of MoDev Hong Kong 2014 at：http://www.hkcs.org.hk/edm/20140313/MoDev/

About MoDev

MoDev was founded in 2008 as the MoDevDC meet-up group in Washington, D.C. by entrepreneur Pete Erickson. After several meetings, it became clear to MoDev members that the demand for mobile learning far exceeded the offering from a single meet-up group. In view of this, MoDev established several chapters including Austin, Miami, Los Angeles, Rhode Island and Hong Kong, and a conference series including MoDevEast, MoDevUX, MoDevTablet and MoDevAsia. Today, MoDev has become the world's most representative international conference in mobile applications. It is an international platform for leading mobile applications developers, designers and marketing professionals to network and exchange views on the evolving trends and applications of mobile computing.

About Hong Kong Computer Society

Founded in 1970, Hong Kong Computer Society (HKCS) is a recognised non-profit organisation focused on developing Hong Kong's Information Technology (IT) profession and industry. Members hail from a broad spectrum of Hong Kong's IT community, from corporations to like-minded individuals, all coming together to raise the profile and standards of the profession and industry.

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Appendix 1: "MoDev Hong Kong Forum & Disruptathon 2014" Rundown
Appendix 2: "Hong Kong International Hackathon 2014" Rundown
Appendix 3: List of participants in Disruptathon and Hong Kong International Hackathon 2014

Appendix 1: "MoDev Hong Kong Forum & Disruptathon 2014" Rundown
附件一：「**MoDev 香港論壇及 Disruptathon**」程序表

Time 時間	Rundown / Topics 活動	Speakers / Guests 講者 / 嘉賓
Morning Session – Modev Forum Modev 論壇		
9:00 am	Welcome Speech 歡迎辭	Mr. Michael Leung, President of HKCS 香港電腦學會會長梁建文先生
9:05 am	Speech by Guest of Honour 主禮嘉賓致辭	Mr. Daniel Lai, BBS, JP, Government Chief Information Officer, Office of the Government Chief Information Officer, the Government of HKSAR 政府資訊科技總監賴錫璋先生, BBS, JP
9:10 am	Mobility at Cyberport 數碼港移動通訊服務	Mr. Herman Lam, CEO, Cyberport 香港數碼港管理有限公司行政總裁林向陽先生
9:20 am	Keynote Presentation (I): BYOD – Bring you own device 專題演講 (I)： 自攜裝置	Mr Mark Wu, CTO of IP Solution Sales Department, Enterprise Business Group, Huawei
9:35 am	Keynote Presentation (II): Microsoft Azure for Mobile Development	Mr. Albert Ho, Technology Evangelist of Microsoft Hong Kong Limited
Mobile Application – The Scenario in U.S. & in Asia **流動應用程式—— 美國及亞洲現時發展**		
9:50 am	Introduction to MoDev MoDev 簡介	Mr. Sze Wong, CEO, Zerion Software, Inc.
10:00 am	APPS Excellence in MTR 港鐵的卓越應用程式	Mr. Ted Suen, Head of IT, MTR Corporation Ltd. 香港鐵路有限公司資訊科技主管孫耀達先生
10:15 am	Future of Mobile User Experience 未來流動通訊用戶的體驗	Mr. Jason Chiu, CEO, Cherrypicks, HK 創思奇行政總裁趙子翹先生
10:30 am	Coffee Break 茶點	
11:00 am	US Mobility Scenario 美國移動通訊市場現況	Mr. Chris Reichart, CBO, Zerion Software, Inc.
11:15 am	China Mobility Scenario 中國移動通訊市場現況	Dr. David Chung, CTO, Cyberport 香港數碼港管理有限公司技術總監鍾偉強
11:30 am	Hong Kong Mobility Scenario 香港移動通訊市場現況	Mr. John Chiu, JP, Chairperson of HKCS Mobility Special Interest Group 香港電腦學會專題分部流動專題小組主席 趙志洋太平紳士
11:45 am	<u>Panel Discussion</u> Users patterns in diverse markets	Speakers from HK, China, and US

	分組討論：不同市場的用家模式	

Time 時間	Rundown / Topics 活動	Speakers / Guests 講者 / 嘉賓
Lunch 午宴 (12:30 pm – 2:00pm)		
Disruptathon 流動應用程式大比併 (2:00 pm – 3:30pm)		
2:00 pm	Introduction to Disruptathon 流動應用程式大比拼簡介	Mr. Sze Wong, CEO, Zerion Software, Inc.
2:10 pm	DISRUPTATHON 流動應用程式大比拼	
3:20pm	Trophies presentation to winners 頒獎給勝出隊伍	
3:25 pm	Closing Remarks 致結束辭	Mr. John Chiu, JP, Chairperson of HKCS Mobility Special Interest Group 香港電腦學會專題分部流動專題小組主席 趙志洋太平紳士
3:30 pm	Lucky Draw & End of Programme 抽獎及活動完結	
3:30 pm	Tour of Cyberport (optional, by registration) 參觀數碼港 (自由參與，需現場登記)	
4:30 pm	Tour ends 參觀結束	

Appendix 2: "Hong Kong International Hackathon 2014" Rundown
附件二：「香港國際編程馬拉松 2014」程序表

Time 時間	Rundown / Topics 活動
8:30 am	Registration, refreshment and networking 登記
9:00 am	Welcome remarks of Organisers 主辦機構代表致辭
9:15 am	Rules and team role call 介紹活動流程及說明評選規則
9:30 am	Coding starts 開始編碼
12:30 pm	Lunch 午宴
4:00 pm	Coding stops 結束編碼
4:20 pm	Presentation by each team (3 minutes)

	每隊演講成品 (限時三分鐘)
5:20 pm	Judges to finalise the Awards 評委總結得獎者
5:45 pm	Awards Presentation 頒獎典禮
5:55 pm	Closing Remarks 致結束辭
6:00 pm	Programme ends 活動結束

Appendix 3: List of participants in "Disruptathon" and "Hong Kong International Hackathon 2014"

附件三：本屆「Disruptathon──流動應用程式大比併」及「香港國際編程馬拉松 2014」參賽者名單

Country 國家	Teams of Disruptathon 流動應用程式大比併」參賽隊伍	Teams of Hong Kong International Hackathon 2014 「香港國際編程馬拉松 2014」參賽隊伍	Representatives 代表
美國	1	1	Ben Winston Wren Reynolds
美國	2	2	Katherine Martin Kenneth Ng
美國	3	3	Dustin Moore Sankalp Shere Amy Hua
美國	4	4	Kevin Castle Chris Woolum Harrison Spain Aurelio Agundez
上海	1	1	陸康 Lu Kang 朱楓翔 Zhu FengXiang 馬逸清 Ma YiQing 沈馳鑫 Alen Shen ChiXin
上海	2	2	夏力維 Xia LiWei 馮時興 Feng ShiXing 楊濤 Yang Tao 馮飛 FENG Fei 肖科 Xiao Ke 李卉 Li Hui
上海	3	3	楊泓瑜 Yang HongYu, Demon 周佳吉 Zhou jiaji, Sommily
上海	4	4	劉暢 Liu Chang 姜祖海 Jiang Zuhai 段蘇春 Duan Suchun 曹陽 Cao Yang Qiu Shuang
香港	1	1	Jason Sigmon

			Walter Chan Oliver WH Chan
香港	2	2	Raymond Wong Newton Wong Victor Yuen Anthony Law
香港	3	3	Lam Kit Yung Steven Chan Annick Lung
香港	4	4	Tim Lo Tom Tong
香港	5	--	Zorro Cheng
香港	6	--	Sum Wong
香港	7	--	Sam Yau
香港	8	--	Fung Kam Keung