For Immediate Release

# Triumphant return for Hong Kong Delegation with 10 awards from Asia Pacific ICT Alliance Awards 2016

**Hong Kong, 12 December 2016 –** The Hong Kong delegation to the Asia Pacific ICT Alliance Awards 2016 (APICTA 2016) held from 2 to 5 December in Chinese Taipei made a triumphant return with three Grand Awards and seven Merits attained by nine awarded teams, making a total of 10 awards for Hong Kong this year. These cover a wide variety of categories ranging from school project and tertiary student project to sustainability and environmental technology, application tools and platforms, retail and supply chain management and start-up.

Every year, the Hong Kong Computer Society (HKCS) has played a vital role in supporting outstanding local ICT talent to compete with other participating economies across the Asia Pacific region through a rigorous process of application, evaluation and nomination. HKCS is dedicated to working hand in hand with ICT professionals and other members of the APICTA Alliance in accelerating ICT development and continuing to serve as an ideal platform for business and ICT leaders to capitalise on business opportunities.

**Dr. David Chung, JP, Under Secretary for Innovation and Technology, HKSAR Government**, said during his congratulatory message, "What we have achieved at the APICTA 2016 is a clear testimony to the high level of capability of our businesses, technology start-ups and entrepreneurs for their innovative use of ICT in streamlining business processes, enhancing customer services as well as improving the quality of living. Such capability for innovation and use of technology is definitely a key driving force in maintaining Hong Kong's edge as a leading digital city in the region."

In view of the comprehensive and very demanding judging process, all winners were very deserving and well recognised for their efforts. Each nominee was assessed by a group of professional, high calibre judges using five prescribed judging criteria encompassing uniqueness, market potential, functionality and features, quality and application of technology. During the final judging session, the nominees showcased their creativity, passion, potential and quality to the judges. Standing out from the numerous nominees during the judging process, Hong Kong's award winners deservedly earned high recognition in the ICT community.

Of the nine awarded teams from the Hong Kong delegation to APICTA 2016, three were named category winners, through showcasing their creative ideas, awareness of social

needs and knowledge of ICT, and the business potential of their products to the judging panel.

"In the era of digitalisation, e-commerce should strive to be more competitive in running its business and in enhancing the customer experience," said **Mr. Frankie Chan, Deputy General Manager of DigPro Group, winning team of the "Application Tools and Platforms" category in APICTA 2016.** "Inspired by features of compact digital cameras that provide end users, even those without superb photography skills, with rich photo shooting capabilities like clear and bright, shadow-free AR and 360° images, the award-winning DigPro 360° AR Imaging Photography System aims to provide all kinds of enterprise customers with the most effective way to best demonstrate their products through photography with photo effects in just a few simple steps, helping improve the customer's in-store shopping experience and build customer loyalty."

"We are honoured to receive this prestigious award, which shows that our dedicated passion to preventing natural disasters as enabled by our innovation is duly recognised by the ICT industry," said **Mr. Rex Sham, Co-Founder and Chief Science Officer of Insight Robotics, winning team of the "Sustainability and Environment Technology" category in APICTA 2016**. "Through our awarded risk management tools such as the FD1 Wildfire Detection Robot, which aims to detect and monitor wildfires with its sophisticated thermal imaging technology and advanced algorithms, and the AS-V Medium to Long Duration UAV that features a high-speed camera system for forestry surveys, we help to prevent adverse natural disasters including insect invasions and agricultural diseases, and are taking a step further to foster an eco-friendly environment and raise public awareness of global issues."

"Noting that Hong Kong students are facing increasing pressure in terms of learning with dull, paper-based homework, we aimed to innovate an interactive learning tool to motivate their learning interest while transforming to an adaptive learning environment," said **Mr. Peter Ho Man Fai from the Department of Computing, The Hong Kong Polytechnic University, winning team of the "Tertiary Student Project" category in APICTA 2016**. "With KinectGarten, an interactive learning and homework-completion application, we empower kindergarten teachers to motivate students to learn in an enjoyable learning environment by combining digital games and homework. We are grateful to have been part of this competition, and we are honoured to receive this APICTA 2016 award on behalf of Hong Kong."

The great success of APICTA 2016 is a credit not only to the dedicated efforts of the participants, but also to the continuous support of many organisations. HKCS would like to express our gratitude to the major supporting organisations, including the Office of the Government Chief Information Officer (OGCIO) for subsidising local students participating in APICTA, HKTDC for sponsoring the Hong Kong reception for all delegates to APICTA, where the Hong Kong delegation showcased products and applications, and Azeus Systems Limited (Azeus Convene), Cherrypicks Limited and Chow Tai Fook Jewellery Group Ltd., for sponsoring the Hong Kong Delegation to participate in APICTA 2016.

**Mr. Michael Leung, President of the Hong Kong Computer Society and Head of the Hong Kong Delegation to APICTA 2016**, commented, "The great variety of innovations by the Hong Kong delegation serves to demonstrate the ability, creativity, potential and

quality of our local ICT talent. We are honoured to witness the Hong Kong nominees showcasing their passion and efforts from the development of their innovations to the presentation of their ideas, especially the nine awardees who exhibited their integration of innovation with applied functionality, gaining high recognition from the judging panel. We believe the commitment and collaborative efforts of our local talent are important factors driving forward ICT development in Hong Kong. We encourage all the winners and participants to keep up their good work and wish them every success in the coming years."

**About the Asia Pacific ICT Alliance Awards (APICTA Awards)**

Founded in 2001 by Multimedia Development Corporation in Malaysia, Asia Pacific ICT Alliance Awards (APICTA) is an annual flagship event in the Asia Pacific region's ICT industry. It is an international awards programme which aims to recognise organisations and individuals in the 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 represent the members of the APICTA Alliance including: Australia, Bangladesh, Brunei, China, Chinese Taipei, Hong Kong, Indonesia, Japan, Macao, Malaysia, Myanmar, Pakistan, Singapore, Sri Lanka, Thailand and Vietnam. Member-economies take turns to host the annual Awards Programme, which is won through a bidding process.

Hong Kong participated in APICTA for the first time in 2001. Since then, the Hong Kong Computer Society, as the most well-established and largest professional association of its type with an in-depth understanding of local ICT industry development, has been responsible for nominating Hong Kong's participants. For more details about the programme, please visit http://www.apicta.org/.

**About the Hong Kong Computer Society**

Founded in 1970, the 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. As a well-established IT professional body, the Society is committed to professional and industry development as well as community services that ensure the IT sector continues to make a positive impact on peoples' lives with three main goals, namely, 1) talent cultivation and professional development, 2) industry development and collaboration, and 3) the effective use of IT in our community.

For more information, please visit http://www.hkcs.org.hk.

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**Photo Captions:**

**Photo 1:**



Dr. David Chung, JP, Under Secretary for Innovation and Technology, HKSAR Government, said during his congratulatory message, "What we have achieved at the APICTA 2016 is a clear testimony to the high level of capability of our businesses, technology start-ups and entrepreneurs for their innovative use of ICT in streamlining business processes, enhancing customer services as well as improving the quality of living. Such capability for innovation and use of technology is definitely a key driving force in maintaining Hong Kong's edge as a leading digital city in the region."

**Photo 2:**



Mr. Michael Leung, President of the Hong Kong Computer Society and Head of the Hong Kong Delegation to APICTA 2016, commented, "The great variety of innovations by the Hong Kong delegation serves to demonstrate the ability, creativity, quality and potential of our local ICT talent."

**Photo 3:**



Dr. David Chung, JP, Under Secretary for Innovation and Technology, HKSAR Government (Second Right), Ir. Allen Yeung, Government Chief Information Officer (Third Right), Ir. Stephen Lau, APICTA EXCO Member & Advisory Judge and Head of the Hong Kong Delegation to APICTA 2016 (Forth Right), and Mr. Michael Leung, President of the Hong Kong Computer Society and Head of the Hong Kong Delegation to APICTA 2016 (First Right), with guests and awardees.
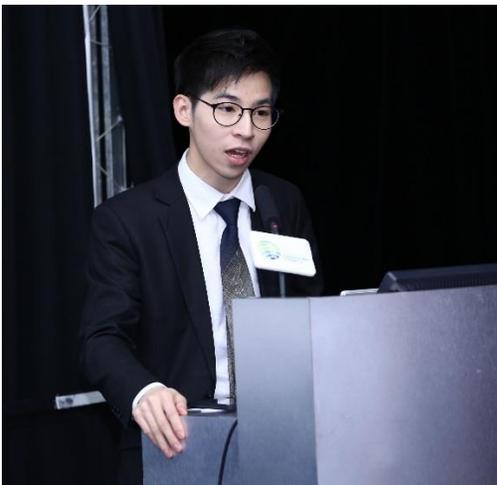
**Photo 4:**



Mr. Frankie Chan, Deputy General Manager of DigPro Group, winner of the "Application Tools and Platforms" category in APICTA 2016, said, "Our award-winning DigPro 360° AR Imaging Photography System aims to provide all kinds of enterprise customers with the most effective way to best demonstrate their products through photography with photo effects in just a few simple steps, helping improve the customer's in-store shopping experience and build customer loyalty."

**Photo 5:**



Mr. Rex Sham, Co-Founder and Chief Science Officer of Insight Robotics, winner of the "Sustainability and Environment Technology" category in APICTA 2016, said, "Through our recognised risk management tools such as the FD1 Wildfire Detection Robot, we help to prevent adverse natural disasters like forest fires, insect invasions and agricultural diseases, and are taking a step further to foster an eco-friendly environment and raise public awareness of global issues."

**Photo 6:**



Mr. Peter Ho Man Fai from the Department of Computing, The Hong Kong Polytechnic University, winner of the "Tertiary Student Project" category in APICTA 2016, said, "Noting that Hong Kong students are facing increasing pressure in terms of learning with dull, paper-based homework, we therefore developed KinectGarten, an interactive learning and homework-completion application, which empowers kindergarten teachers to motivate students to learn in an enjoyable learning environment by combining digital games and homework."

Appendix: Hong Kong Winners and Merit Recipients List for APICTA 2016

| Award | Category | Organisation | Product Name |
|---|---|---|---|
| Winner | Application Tools and Platforms | DigPro Group | DigPro 360° AR Imaging Photography System |
| Winner | Sustainability and Environment Technology | Insight Robotics Limited | FD1 Wildfire Detection Robot & AS-V Medium to Long Duration UAV |
| Winner | Tertiary Student Project | Department of Computing, The Hong Kong Polytechnic University | KinectGarten |
| Merit | Application Tools and Platforms | Holistic Technology Company Limited | SoldEazy |
| Merit | Application Tools and Platforms | Viewider Ltd. | Viewider Big Data E-commerce Solution |
| Merit | Retail and Supply Chain Management | Chow Tai Fook Jewellery Group Limited | ICS Logistics Automation |
| Merit | School Project | Our Lady of China Catholic Primary School | Fairy Eyes |
| Merit | School Project | Shun Tak Fraternal Association Yung Yau College | Smart Guide Path |
| Merit | Start-Up | Viewider Ltd. | N/A |
| Merit | Tertiary Student Project | The University of Hong Kong | BuildApp |