

[English Translation]

APICTA 2012 - Hong Kong: The Best in Asia Pacific

[Capital Entrepreneur - Hong Kong, 3 Jan 2013] Governments and Industries often say that Hong Kong is best suited for the technology industry. Based on its complete infrastructure and communication network, university talents, huge regional market and intensive capital, Hong Kong can develop advanced technology products for the market. However, Hong Kong always relies on the finance and property market, allowing Hong Kong people to ignore the great results of local research and development. The most prestigious regional awards, the 2012 Asia Pacific Information and Communication Technology Awards (APICTA) were held in Brunei last month. Hong Kong companies and institutes scooped 5 grant and 7 merit awards. Hong Kong had the best results among all countries and regions in Asia Pacific. This result should make the Hong Kong people feel confident about Hong Kong's achievement in technology research and development.

The Hong Kong Computer Society (HKCS) led 24 Hong Kong companies, universities and schools, with 27 of Hong Kong's ICT products, to participate in the 2012 APICTA. Hong Kong won 5 grant and 7 merit awards. It is the second year that Hong Kong received the best result among all other countries and regions. Mr. Stephen Lau, president of the Hong Kong Computer Society said representatives from Hong Kong must face competition from 11 other countries and regions and examinations from judges. Getting an award is not an easy job.

"The objective of the APICTA is to increase the awareness of ICT in Asia-Pacific and encourage technology innovation. Hong Kong has participated in the APICTA since 2001 and HKCS represents Hong Kong in the executive committee of the APICTA. HKCS is in-charge of nominating and coordinating the Hong Kong team and collaborating with ICT experts to provide guidance to team members so that team members can show the excellence of Hong Kong's ICT to judges," Mr. Lau said.

The 2012 APICTA has attracted teams from Australia, Brunei, Indonesia, Macau, Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka, Thailand, Vietnam and Hong Kong. Mr. Lau further explains that the APICTA can provide a chance to learn and exchange ideas, which benefits the participating teams and allows the ICT industry in Asia-Pacific to improve all together. As the judges are from different countries and regions in Asia-Pacific, the fairness of the judging process and results can be assured.

iButterfly Links Online and Offline

iButterfly, developed by Media Palette Hong Kong and Cherrypicks, which already won the Award of the year and Best Ubiquitous Networking Grand Award in the 2012 HKICT Awards, also received recognition in Asia-Pacific. Jason Chiu, founder and CEO of Cherrypicks, said that both the technology and operation were developed by

his company. His partner, Media Palette Hong Kong, is a marketing and media expert. iButterfly already received 50 awards in the past 18 months.

In short, the best feature of iButterfly is gamification of marketing promotion. It lets users have fun while getting coupons and linking up online (social media game) and offline (sale of physical shops). After downloading the iButterfly app for free, consumers can use mobile phones or tablet computers to capture virtual butterfly. Each butterfly represents the company's coupon and Cherrypicks charges the company that provides the coupon. iButterfly includes a 3D engine, virtual reality, GPS and motion detection technology, etc. More than 1 million butterflies have been caught. Currently iButterfly has launched in 9 countries in Asia and will be launched in South America in the future. iButterfly was launched in Hong Kong on May 2011 as well as in China, Thailand, Indonesia, Singapore, the Philippines, Malaysia, India and Vietnam. Jason also said iButterfly has won the United Nations World Summit Award Mobile and he will go to the United Arab Emirates to receive the award this coming February.

AURALBOOK: The Virtual Music Teacher

Playnote's product, "AURALBOOK" received the Grand Award of Best Startup Category as well as the Merit Award of e-Learning category. AURALBOOK uses mobile educational software, which helps music students practice aural testing skills that are required on professional music exams. This product is also a gold award winner of the 2012 HKICT Award of Best Lifestyle Award (Living and Learning). Software can recognize student's singing and clapping through its "digital ear," and analyze students' performance through its "artificial intelligence," including pitches, beats, singing skills, clapping power, etc. The piece tested and the student's singing or clapping are shown on the same music score. Suggestions and areas of improvement are provided by a real human voice. All students' performances are uploaded and stored in a cloud server. The cloud server will further analyze students' performances and determine the strengths and weaknesses. Teachers and parents can also view the learning progress of students and listen to the students' performances online.

Mr. Eric Yung, founder and CEO of Playnote, is an engineering expert and professional musician. He has participated in piano performances, acted as a tenor in opera performances and conducted orchestras. He also has more than 10 years of experience in piano and vocal teaching. Eric said that AURALBOOK is actually an electronic version of himself. Eric has a successful track record in entrepreneurship. He is one of the co-founders of Perception Digital, a listed company in Hong Kong. He was the Chief Technology Officer and Executive Director of Perception Digital. He hopes that he can create a new, professional education market based on his love of music.

PolyU's KineLabs Improves the Rehabilitation of Apoplexy in a Fun Way

Polytechnic University received the Grand Award in e-health category for its product, "KineLabs for Elderly and Stroke Rehabilitation." Kinelabs software was developed

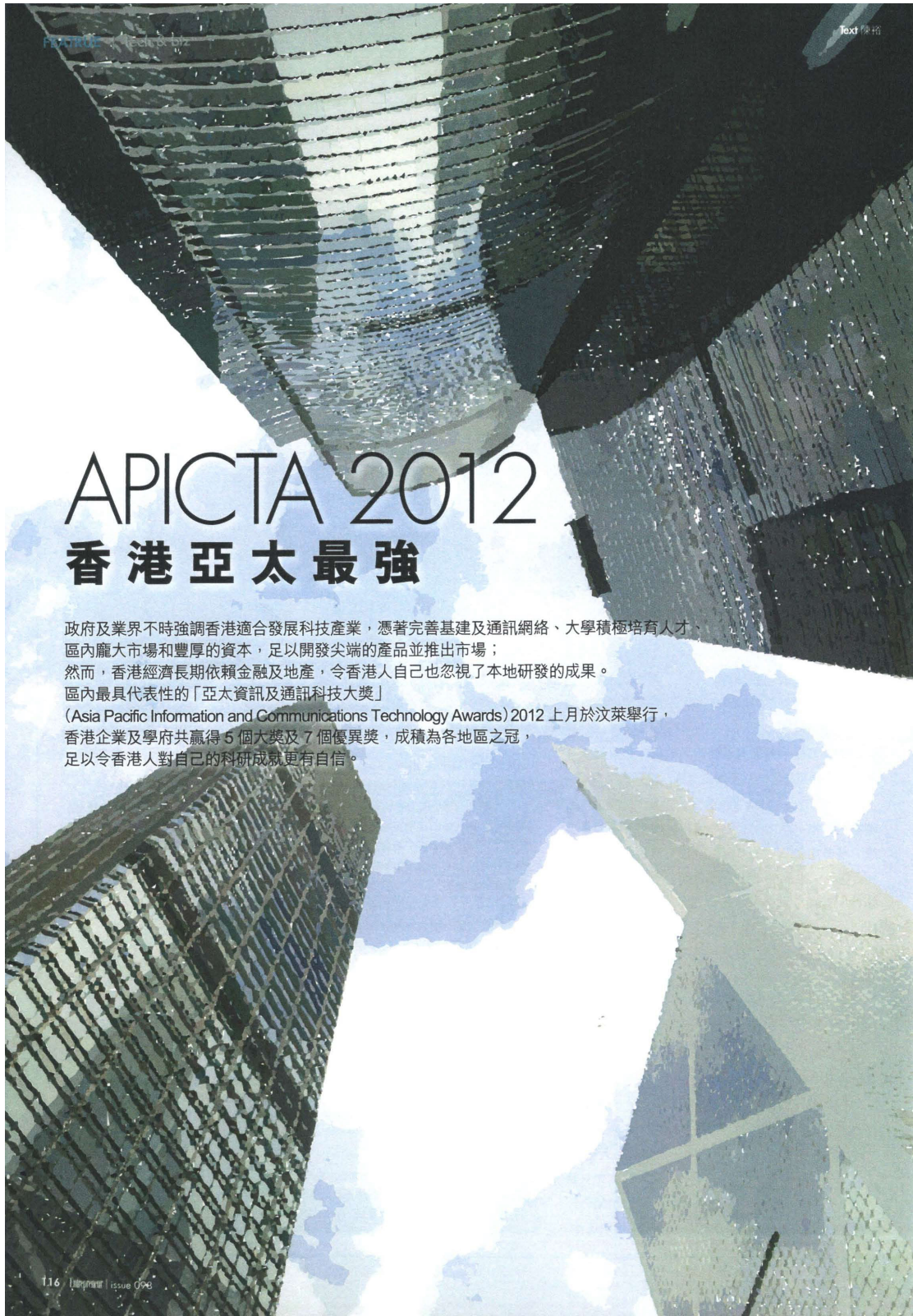
by Dr. Raymond Tong's team. Using a Kinect sensor which captures the data depth for reforming the skeleton and tracks down the precise movement, PolyU researchers have developed a series of fun-filled games focusing on upper limb and lower limb motion, such as making an egg tart, cleaning the window panes of a tram and even killing cockroaches. The game can be played at home or in a hospital or elderly center. The system records the successful rate and reaction times of participants and creates a report. This can help to monitor the progress of patients.

"INLOG," a logistics and supply chain management system, by the International Transport Information Systems (ITIS), received the Grand Award in e-logistics and supply chain management category. The head of ITIS said the most important factor they can achieve is the company's global strategy, which can fit the global needs of customers.

"GIS-Based site search tool" by the Planning Department of the HKSAR Government, received the Grand Award in the e-Government category. This product already won the Best Service Application Award at the 2012 HKICT Awards.

APICTA at Hong Kong in 2013

Mr. Lau said that, the 2013 APICTA will be held in Hong Kong in November or December of 2013. The tentative venue is Cyberport and HKCEC. This will further help Hong Kong to establish the ICT's leading role in the region. In order to represent Hong Kong in the 2013 APICTA, the ICT Company must win the local ICT Award. As a result, he encouraged HKICT to participate in the 2013 HKICT Awards and beat out the competition in order to represent Hong Kong in the upcoming 2013 APICTA. the HK ICT Award is now open for entry.



APICTA 2012

香港亞太最強

政府及業界不時強調香港適合發展科技產業，憑著完善基建及通訊網絡、大學積極培育人才、區內龐大市場和豐厚的資本，足以開發尖端的產品並推出市場；然而，香港經濟長期依賴金融及地產，令香港人自己也忽視了本地研發的成果。區內最具代表性的「亞太資訊及通訊科技大獎」(Asia Pacific Information and Communications Technology Awards) 2012 上月於汶萊舉行，香港企業及學府共贏得 5 個大獎及 7 個優異獎，成績為各地區之冠，足以令香港人對自己的科研成就更有自信。



香港電腦學會上月率團到汶萊參加「亞太資訊及通訊科技大獎 2012」，共贏得 5 個大獎及 7 個優異獎，技壓全場。

香港電腦學會率領 24 間本地企業、大學及學校，合共 27 個本港資訊及通訊科技作品參加 APICTA 2012，結果贏得 5 個大獎及 7 個優異獎，連續兩年取得全場最佳成績。香港電腦學會會長劉嘉敏表示，香港代表面對來自其他 11 個國家和地區的對手競爭，並接受評審員的嚴格考核，每個獎項可謂得來不易。

劉嘉敏指出：「APICTA 旨在提升亞太區資訊及通訊科技意識，鼓勵科技創新，香港由 2001 年起已參與，並由香港電腦學會作為代表加入其執行委員會。香港電腦學會負責提名及統籌聯絡香港隊伍參賽，並聯合各個組別的行業專家為參賽機構提供指導，向評審員展示香港科技的優點。」

今屆 APICTA 吸引了澳洲、汶萊、印尼、澳門、馬來西亞、巴基斯坦、菲律賓、新加坡、斯里蘭卡、泰國、越南及香港等地區的隊伍參賽。劉嘉敏解釋，活動能創造更多交流和學習的機會，參賽機構獲益良多，並促進區內資訊科技的共同進步，意義重大。而大賽的評審委員會成員亦來自區內的國家和地區，保證了評選過程的公平、公正及評選結果的權威性。

iButterfly 結合 online 與 offline

由 Cherrypicks (創奇思有限公司) 與 Media Palette Hong Kong (電通傳媒香港有限公司) 合作的「iButterfly」，早於「香港資訊及通訊科技獎 2012」中獲得最高殊榮的「全年大獎」及「最佳無間斷網絡大獎」，這次衝出香港，再次贏得亞太區的肯定。Cherrypicks 創辦人兼 CEO 趙子翹 (Jason) 表示，自己公司負責技術與營運，夥拍的電通傳媒則是市場與媒體專家，合作的 iButterfly 於最近 18 個月已贏得 50 個獎項！

「APICTA2012」香港代表獲得大獎名單

獲獎機構	參賽作品	參賽組別
香港特別行政區政府規劃署	以地理資訊系統為基礎之選址工具	電子政府
香港理工大學	KineLabs 長者運動及中風復康療程	電子醫療
智通電腦有限公司	INLOG 海運 / 空運管理及操作系統、車隊操作及管理系統、財務會計管理及操作系統	電子物流及供應管理
Cherrypicks Ltd、Media Palette Hong Kong	iButterfly	數碼娛樂
Playnote Limited	AURALBOOK	創業組



簡而言之，iButterfly的最大賣點是將市場推廣遊戲化 (gamification)，令用家下載優惠券的過程充滿樂趣和擁有娛樂性的體驗，從而有效地將 online (社交媒體遊戲) 與 offline (實體店舖消費) 結合。消費者免費下載 iButterfly 的 app 後，可用手機或平板電腦捕捉虛擬蝴蝶，每種蝴蝶都代表著一間公司的優惠券，他們就向商戶收取費用。技術方面，採用到 3D 引擎、擴增實境、位置偵測和移動感測等。推出後，已有超過 100 萬隻蝴蝶被「捕捉」，遊戲並已在亞洲九個市場推出，下一步更會拓展南美。Jason 表示，iButterfly 11 年 5 月在香港率先推出，之後應用到內地、泰國、印尼、新加坡、菲律賓、馬來西亞、印度及越南。他更透露，iButterfly 再贏得 United Nations World Summit Award Mobile，二月將要到阿聯酋出席頒獎禮。

AURALBOOK 虛擬音樂老師

Playnote Limited 則憑藉「AURALBOOK」，囊括

「創業組」大獎及「電子學習」組別優異獎。AURALBOOK 為流動教育軟件，用以幫助音樂學生，練習在專業音樂考試當中，視唱測驗部分所需要的技巧。該作品亦曾於 HKICTA 2012 最佳生活時尚 (學習·生活) 獲獎。軟件可以透過「電子耳朵」辨認學生的歌聲及拍手聲，再以「人工智能」分析學生的表現，如唱歌音準、拍子、唱歌技巧、拍節奏的力度等。考試题目的樂曲，與學生的歌聲或拍出的節奏，會同時顯示於同一個電子音樂五線譜上，並以真人發聲的方式，向學生提出意見，指出需要改善的地方及方法。學生的所有紀錄，會上傳及儲存於雲端計算伺服器中，伺服器會再分析學生於不同時間練習的表現，找出強弱項及提供建議改進，老師及家長也可以在網上得知學生的進度及聆聽學生的表現。

Playnote 創辦人兼行政總裁容志偉 (Eric) 本身除了是電機及電子工程專家外，同時也是專業的音樂家，參與鋼琴演奏、歌劇男高音、管弦學指揮等公開表演，加上十幾年教授鋼琴和聲樂的經驗，他

1. Cherrypicks 創辦人趙子翹憑 iButterfly 應用程式，橫掃世界各地獎項，並開拓了九個市場，為港產 ICT 研發打下強心針。
2. 幻音數碼創辦人之一容志偉自立門戶後，把音樂造藝結合科技，推出教學軟件 AURALBOOK。
3. 香港理工大學生物醫學工程副教授湯啟宇 (右二) 及研發團隊方靖行、莊國偉及林劍峰，憑「KineLabs 為長者運動及中風復康療程添樂趣」，贏得「電子醫療」大獎。

笑言軟件仿如他的真人電子版！其實 Eric 早有成功創業的佳績，他是上市公司幻音數碼的創辦人之一，曾任該公司 CTO 及執行董事，今次結合自己音樂的熱誠，開拓一個嶄新而專門的教學市場。

理大 KineLabs 為中風復康療程添樂趣

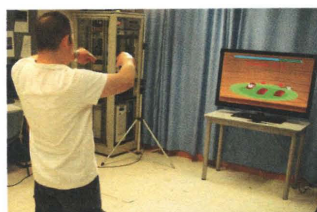
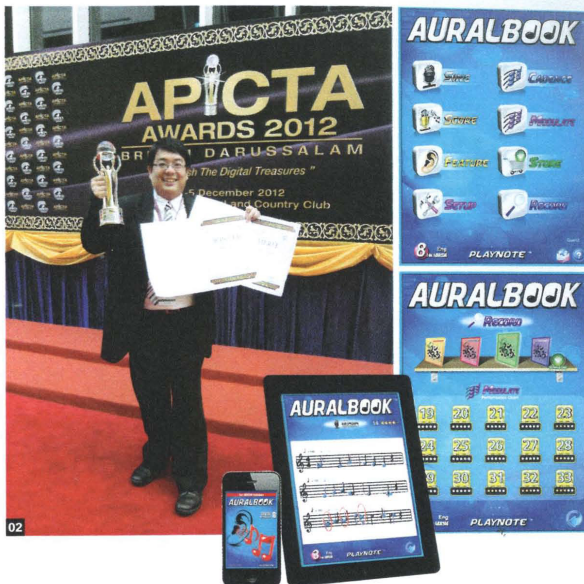
香港理工大學則憑「KineLabs 為長者運動及中風復康療程添樂趣」，贏得「電子醫療」大獎。KineLabs 軟件平台由理大生物醫學工程副教授湯啟宇領導，研發團隊包括方靖行、莊國偉及林劍峰。KineLabs 利用 Kinect 感應器採集景深數據以重塑骨骼，追蹤細緻的動作，研發了一系列有趣又富道地色彩的復康訓練體感遊戲，如製作蛋撻、抹電車玻璃窗和踩蟑螂，讓中風患者或長者可透過遊戲運動上下肢，以訓練平衡力、反應和雙手的協調能力，較傳統物理治療只透過重複的身體動作，增加趣味。體感遊戲可以作為一種運動訓練，在家中、醫院及護老中心進行。這系統更可記錄用者執行不同任務的成功率和反應時間，並利用資料製成報告，有助患者觀察康復進度。

此外，智通電腦有限公司憑「INLOG 一海運 / 空運管理及操作系統，車隊操作及管理系統，財務會計管理及操作系統」，在「電子物流及供應管理」組別贏得大獎。負責人表示勝出是因為集團採取「走向全球」的服務策略，只有這樣才能配合客戶業務全球化的物流需要。INLOG 方案配備了自主研發的複製引擎，可以整合不同地區的公司的數據，從而幫助國際物流服務供應商透視和管理業務。

至於在「香港資訊及通訊科技獎 2012」中獲得「公共服務應用大獎」的香港特別行政區政府規劃署，則以「地理資訊系統為基礎之選址工具」奪得「電子政府」組別的大獎。

APICTA 明年移師香港

劉嘉敏透露，香港將於今年 11 月或 12 月舉辦 APICTA 2013，場地暫定於數碼港及香港會議展覽中心舉行，成為活動的主辦地區，可進一步彰顯香港在區內資訊及通訊科技中心的領導地位。若要代表香港參與此項亞太區的科技盛事，必須首先獲得本地的資訊及通訊科技獎項，因此，他鼓勵香港的資訊科技界精英積極參與現正舉行的「2013 香港資訊及通訊科技獎」(HKICTA2013)，力求出線，爭取代表香港的資格。■



亞太資訊及通訊科技大獎

「亞太資訊及通訊科技大獎」(APICTA)是亞太區內資訊科技界一年一度的盛事，由馬來西亞 Multimedia Development Corporation 於 2001 年發起，現已成為國際性的大獎賽事。活動除了表揚亞太區內對資訊及通訊科技有創新、卓越貢獻的機構及人士，並提供機會協助科技創新者及投資者雙方尋求商業配對。

APICTA 共有 16 個成員，包括澳洲、汶萊、中國、印尼、印度、香港、韓國、澳門、馬來西亞、緬甸、巴基斯坦、菲律賓、新加坡、斯里蘭卡、泰國及越南。