香港特別行政區政府

政府資訊科技總監
辦公室

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2 July 2014

Ms YUE Tin-po
Clerk to Panel on Information Technology and Broadcasting,
Legislative Council Secretariat,
1 Legislative Council Road,
Hong Kong.

Dear Tin-po,

Panel on Information Technology and Broadcasting (ITB Panel)

**2014 Policy Address
Policy Initiatives of Communications and Technology Branch
of the Commerce and Economic Development Bureau**

At ITB Panel meeting on 28 January 2014, during discussion of policy initiatives relating to ICT development featured in the 2014 Policy Address, Members requested information on ICT products that are developed locally and the measures we have put in place to assist their promotion. We have set out at the **Annex** some examples of the winning applications developed in Hong Kong, many of which have earned international accolades, for Members' reference.

These products represent a good part of Hong Kong's accomplishments in ICT. We have undertaken a number of measures to promote Hong Kong's outstanding ICT products, both within and outside Hong Kong, including putting in place a "Made in Hong Kong" zone in the ICT Fair on 20 April 2014, arranging Hong Kong ICT Awards winners interested to participate in expositions and trade shows (e.g. International ICT Expo, International Soft China in Beijing, China International Software and Information Service Fair in Dalian, InnoCarnival, etc) to showcase their products as well as publishing advertorials in newspapers and computer journals to highlight these achievements. We will continue to look for suitable channels to promote these locally-made products.

Yours sincerely,

ORIGINAL SIGNED

(Joey Lam)
for Secretary for Commerce and Economic Development

Encl.

Examples of Locally Developed ICT Products

Item	Product	Brief Description	Achievement
A. *Mobile Apps*			
1	Ageas Financial Needs Analysis iPad app	A mobile app that evaluates the risks and arouses clients' awareness on their financial needs.	Best Mobile Apps (Mobile Enterprise Solution) Gold Award, HKICT Awards 2013 Merit, Financial Industry Application, APICTA Awards 2013
2	Auralbook	An educational mobile app that helps students practise aural skills required in music examinations.	Best Lifestyle (Learning & Living) Gold Award, HKICT Awards 2012 Winner, Startup & Merit, e-Learning, APICTA Awards 2012
3	Coach's Clipboard	A mobile app that features innovative animation of a basketball coach's clipboard on mobile devices through a simple and intuitive user interface. The app is being used by NBA professional basketball team, Washington Wizards, in training and competitions. In December 2012, the developer of the app was also selected by Nike and TechStars of the Silicon Valley in the Nike+ Accelerator program as one of the ten partner companies to create better solutions for athletes. The app was used by over 400 000 coaches worldwide.	Best Ubiquitous Networking (Mobile Enterprise Solution) Bronze Award, HKICT Awards 2012 Grand Award & Creative Lifestyle Gold Award, Asia Smartphone Apps Contest in March 2013

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4	Crabuyer	A mobile app that enables track-and-trace of the source of hairy crabs. By means of 2D barcodes, food suppliers and agents can ensure the authenticity of food products sold to customers. Not only does it prevent counterfeiting, it also serves as a tool to ensure food safety. The app is widely used in the Mainland.	Best Mobile Apps (Mobile Enterprise Solution) Certificate of Merit, HKICT Awards 2013 Certificate of Merit, Asia Smartphone Apps Contest — Advertising & Marketing in March 2013
5	iButterfly	Through the mobile app, users acquire coupon or content by hunting 3D flying butterflies using smartphones at different time and locations. By making use of 3D engine, augmented reality, location detection and motion-sensing technologies, iButterfly HK has combined social gaming and coupon download services to introduce a brand new marketing gimmick and user experience.	Award of the Year & Best Ubiquitous Networking Grand Award, HKICT Awards 2012 Global Champion (m-Business & Commerce), World Summit Award Mobile 2012.
6	Jamn	An innovative music tool that assists end-users to learn and create music better and faster. With its well-designed user interface tailored to the global community, the app attracts over 1.5 million downloads for both free and paid versions by end-users from all over the world.	Award of the Year & Best Mobile Apps Grand Award, HKICT Awards 2014
7	MTR Mobile Apps	An all-in-one platform that enables customers to plan ahead their journeys, it can link to other MTR apps to get instant notification on special train service arrangements, next train arrival time, destination guide and sight-seeing hotspots for tourists.	Best Public Service Application (Web / Mobile Application) Bronze Award, HKICT Awards 2013 Merit, Government and Public Sector, APICTA Awards 2013

Item	Product	Brief Description	Achievement
8	TalkBox Voice Messenger	A mobile app that enables users to communicate via push-to-talk instant voice messages.	Creative Lifestyle Silver Award, Asia Smartphone Apps Contest in March 2013 Winner, Communications Category, APICTA Awards 2011
9	Tell me@1823	An all-round, multi-media mobile app that allows the public to make enquiries and reports to the Government while on-the-go.	Best Public Service Application (Web / Mobile Application) Silver Award, HKICT Awards 2013 Winner, Government and Public Sector, APICTA Awards 2013
B. Other Solutions			
10	CAREase Inductive Diaper & Networking Wetness Care System *(Integration of wireless, sensing, network and software solution)*	An integration solution that consists of a disposable diaper that incorporates a low-cost sensor to accurately measure wetness in the diaper so that nursing staff can monitor the moisture level of diapers of elderly patients, bed-ridden or babies.	Best Lifestyle Grand Award, HKICT Awards 2013 Merit, Health & Wellbeing, APICTA Awards 2013
11	COSAC-Plus — Community System for Air Cargo *(Computer system)*	A computer system that enables airlines, freight forwarders, terminal operators and government departments to share information and process air cargo.	Best Business (Application) Gold Award, HKICT Awards 2013 Winner, Retail & Supply Chain Management, APICTA Awards 2013

Item	Product	Brief Description	Achievement
12	DigiTouch *(Add-on accessory for TV and computer display)*	By means of new touch-screen technology, DigiTouch converts a TV into a giant tablet and a low cost digital whiteboard which allows you to write or draw on the TV.	Special Mention (Technology Solution), Best SME ICT (Product) Award in HKICT Awards 2013 Merit, Application Tools & Platforms, APICTA Awards 2013 Innovation and Creativity Award and Technological Achievement Award, 2013 Hong Kong Awards for Industries
13	EasyHear *(Hearing aid device)*	Through application of beamforming technology plus noise cancellation in a package, EasyHear helps persons with hearing impairment and the elderly to listen much more clearly and comfortably than other hearing aids, especially in noisy environments such as noisy restaurants and streets. It also integrates functions of radio and Bluetooth to allow users to connect to mobile phone and listen to radio and music. The product is not just welcomed by users in Hong Kong but also many other countries, like the USA, Germany, as well as in the Mainland and Taiwan.	Best Digital Inclusion Grand Award, HKICT Awards 2012 Chairman's Award, World Information Technology and Services Alliance (WITSA) Global ICT Excellence Awards 2012 Winner, Inclusion & Community, APICTA Awards 2013
14	FlexWorkflow *(Business process management system)*	An integrated solution that has both functionalities of business process management and document management.	Best Business (Product) Silver Award, HKICT Awards 2009 Best Green ICT (Innovation) Gold Award, HKICT Awards 2011 Merit, Sustainability and Green IT, APICTA Awards 2012 China Outstanding Software Product Awards (COSPA)

Item	Product	Brief Description	Achievement
15	Hang Seng Fourth Generation Convergent Online & Mobile Banking Service *(e-banking service)*	A solution that has purpose-fit-to-form-factor across multiple platforms providing a convergent online and mobile banking platform for customers.	Best Business (Application) Gold Award, HKICT Awards 2012 Merit, Financial Industry Applications, APICTA Awards 2012
16	HeartBook & SmartHelper *(Integration of heartbeat sensor and software system)*	An integrated solution that continuously reads the user's heart rate and other statuses, central monitor and record the data in real-time.	Best Innovation & Research (Secondary Schools) Silver Award HKICT Awards 2013 Merit, School Project, APICTA Awards 2013 Champion, InfoMatrix 2013
17	I-MOVE to Learn *(DVD game)*	An engaging game with enticing graphics adopting virtual reality technology that motivates children with motor delay and coordination problem to participate in physiotherapy training.	Best Digital Inclusion (Product / Application) Bronze Award, HKICT Awards 2013 e-Health & Environment, World Summit Award 2013
18	Intelligent Child Care System *(Integrated solution)*	A comprehensive system that tackles the child abduction problem through adopting smart card, SMS messaging, photo taking and system generated unique number to confirm the identity of guardian during check-in and check-out of their children from nursery institutions.	Best Innovation & Research (Secondary Schools) Gold Award, HKICT Awards 2012 Merit, Secondary Student Project, APICTA Awards 2012
19	Intelligent Smoke-killing Rubbish bin & Distributed Air-quality Monitoring System *(Integrated solution)*	An intelligent rubbish bin that uses smoke sensor to detect ignited cigarette and kill the cigarette to prevent fire hazard. Besides, it can also monitor the air quality.	Best Innovation & Research (Secondary Schools) Silver Award, HKICT Awards 2013 Merit, School Project, APICTA Awards 2013

Item	Product	Brief Description	Achievement
20	KineLabs for Elderly and Stroke Rehabilitation *(Assistive Technology Product)*	A free software platform that provides rehabilitation games for elderly people and persons to exercise after stroke.	Best Innovation & Research (Postgraduates & Open) Silver Award, HKICT Awards 2012 Winner, e-Health, APICTA Awards 2012
21	Lavinet: An innovative multi-hop wireless network for pervasive Wi-Fi access *(Software suite)*	An embedded software suite enabling a multi-hop wireless mesh network that improves Wi-Fi throughput and coverage.	Best Innovation & Research (College & Undergraduates) Bronze Award, HKICT Awards 2012 Merit, Research and Development, APICTA Awards 2012
22	Maestro Digital Publishing Suite *(Publishing software)*	A powerful digital publishing system that designs for interactive magazines, e-books, comics, business catalogues and education publications. Easy to learn, the Maestro system requires no programming skill. Maestro DPS creates interactive contents that rival other providers and supports multiple platforms with a single product for both mobile phones and tablet devices.	Best Business Grand Award, HKICT Awards 2011 m-Media & News Award, World Summit Award Mobile 2012 Winner, New Media and Entertainment & Winner, Start-up Company, APICTA Awards 2011

Item	Product	Brief Description	Achievement
23	Network Box *(Security network system)*	Protecting corporations from cyber attacks, the state-of-the-art system keeps away "bad traffic" and allows "good traffic" to secured web facing servers. This solution is backed up by a strong team of local security experts and Security Operations Centers in 12 Countries. Its clientele includes over 1 600 key user organisations all over the world.	Award of the Year & Best Business Grand Award, HKICT Awards 2013 Editors' Choice, Business Quotient Journal, BQJ Super Brand Award 2012 Winner, Security Application, APICTA Awards 2011 Network Products Guide Gold Award, 8th Annual IT Industry's 2013 Hot Companies and Best Product Awards Security Products Guide Gold Award, 9th Annual 2013 Info Security's Global Excellence Awards
24	Phonejoy *(Add-on accessory for smartphones or tablets)*	The device transforms the everyday smartphone or tablet into a portable gaming console. Since its launch, the product has been widely reported by overseas media such as the Wall Street Journal, Bloomberg Businessweek, Engadget and TechCrunch.	Best ICT Startup Grand Award, HKICTA 2014
25	Smart Gardener *(Integrated solution)*	An integrated solution that provides automatic watering system for plants. Through measuring soil moisture level, the system has the intelligence to adjust the watering level and schedule for watering household plants.	Best Innovation & Research (Secondary Schools) Silver Award, HKICT Awards 2012 Merit, Secondary Student Project, APICTA Awards 2012

Item	Product	Brief Description	Achievement
26	Smart Use of ICT for Frail Elderly *(Use of ICT in elderly)*	A solution that aims at improving the quality of life of frail elderly through the use of ICT	Best Digital Inclusion (Service) Silver Award, HKICT Awards 2013 Merit, Inclusion & Community, APICTA Awards 2013
27	Smart:D Kiosk Experience *(Transparent LCD display system)*	A system that harnesses a Transparent-LCD to display promotional images and messages, while integrates with real products showcased behind for a more impressive and entertaining advertising effect. Through multi-touch & downloading capabilities, users can interact with the T-LCD and transfer the content directly to their smartphones.	Best Innovation & Research Grand Award, HKICT Awards 2013 Merit, Media & Entertainment Technology, APICTA Awards 2013
28	Viss *(Social media and e-commerce platform)*	VISS is a social media and e-commerce platform with mobile app. It allows users to share photos and ideas of their trendy looks of apparel items. Others can follow and discover trendy styles and do online shopping. VISS has successfully integrated style influencers, fashion vendors and fashion lovers into a user-friendly application. Since its launch, the platform has over 3.8 million users globally.	Best Lifestyle Grand Award, HKICT Awards 2014 Merit, Start-Up, APICTA Awards 2013
29	@lert *(Integrated solution)*	A notification system that can be used to alert teachers when students want to see them. By means of a calling system, students can leave a message for the teacher and teachers will be notified through the desktop computers.	Best Innovation & Research (Secondary Schools) Bronze Award, HKICT Awards 2013 Merit, School Project, APICTA Awards 2013