



For Immediate Release

Winners of Hong Kong RFID Awards 2009 showcase their innovative applications at the 9th GS1 Hong Kong Supply Chain Excellence Summit

Household names demonstrate creativity in integrating RFID into businesses

Hong Kong – November 10, 2009 – The winners of GS1 Hong Kong's Hong Kong RFID Awards 2009 shared their ideas and applications at the prize presentation ceremony on November 10, 2009. The event was held in conjunction with the 9th GS1 Hong Kong Supply Chain Excellence Summit at the JW Marriott Hotel Hong Kong.

Household names, including The Kowloon Motor Bus Company (1933) Limited (KMB), Hong Kong Disneyland Resort, and Nuance-Watson (HK) Limited demonstrated their drive and ability to exploit the latest technologies to boost business performance and efficiency to over 500 leading local, Mainland China and international business leaders and supply chain experts from a variety of industries, including manufacturing, retail, distribution and logistics at the Summit.

The Hong Kong RFID Awards 2009 is co-organized by the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM), the Hong Kong Science & Technology Parks Corporation (HKSTP) and the Hong Kong RFID Centre. The event aims to bring recognition to pioneering enterprises that have successfully brought EPC/RFID technologies into business operations; encourage the adoption of EPC/RFID technologies by businesses in Hong Kong and the Pearl River Delta region; and foster the development of new EPC/RFID products and services.

Nuance-Watson (HK) Limited won the Gold Award for the Most Innovative Use of EPC/RFID for its "Mobile Discovery" RFID Display Station (also known as the "RFID Intelligent Kiosk"). The application was recognized for the Bronze Award in the Best EPC/RFID Implementation category as well as for the Silver Award in the Most Innovative EPC/RFID Products category.

Used in "Sound & Vision - Enriching Life" stores at Hong Kong International Airport, this interactive station co-developed with PCCW Solutions Limited enables customers to instantly view on screen complete mobile phone product details, promotional information and product trailers. Customers can get recommendations on matching mobile phone accessories and compare up to three different models simply by scanning the RFID tags. Through its ability to co-ordinate and cross-reference between different products, the station gives customers all the information they need to make an intelligent choice. The station also allows the company to update product list data off-site which minimizes disruption to sales. Data about product popularity and trends can also be collected for better understanding of customers' buying behavior and preferences.

The Best EPC/RFID Implementation Gold Award and the Most Innovative Use of EPC/RFID Bronze Award winner, **The Kowloon Motor Bus Company (1933) Limited** is the largest provider of bus services in Hong Kong. It transports 2.7 million passengers everyday with its fleet of 3,933 buses and 8,000 bus captains. Its Traffic Operations Management (TOM) System is aimed at using RFID to improve depot productivity, optimize resource utilization, and improve the transparency and fairness of duty allocations.

The RFID solutions have successfully streamlined workflow. The time taken for a bus captain to sign-in and receive their duty sheet has been reduced from two minutes to eight seconds. Training time for field staff has been reduced from a year to a few weeks and the manpower required at depots has been reduced by 33% due to improved productivity. Termini operational costs have also come down.

Hong Kong Disneyland Resort, the Silver Award winner for both "the Best EPC/RFID Implementation" and the "Most Innovative Use of EPC/ RFID" categories, offers a unique family entertainment experience. Costumed Cast Members play an integral part in creating the Disney magic. On a typical day at Hong Kong Disneyland Resort, 6,000 costumes are distributed to more than 2,500 Cast Members. Another 6,000 costumes are sent to an external laundry vendor and a further 6,000 clean costumes are returned.

The Resort leverages a self-service system called CostuMagic. Its kiosk features a Cast Member identification card reader, a touch-screen display and an RFID reader. Cast Members simply scan their Cast Member identification card, then place their costumes in the kiosk's C-shaped sensor and confirm the garments selected via the touch-screen display. It speeds up the process of issuing costumes and reduces maximum queue time. The productivity in costume tracking operations and inventory management has also been enhanced. Stock taking is quicker and more accurate using the new RFID system and Hong Kong Disneyland Resort is able to conduct stock takes more often.

"All the winning cases have proved the enthusiasm and the readiness of the community in deploying RFID to enhance business and quality of life. These pioneering companies truly understand that the innovative and effective deployment of technology is one of the most critical factors for business success in today's increasingly interconnected global business environment," said Anna Lin, Chief Executive of GS1 Hong Kong. "We hope these successful cases will accelerate the innovation and implementation of RFID in both business and the overall community."

Entering its ninth year, the SCM Excellence Summit themed "Managing in a Challenging Economy," is one of GS1 Hong Kong's ongoing initiatives to provide a platform for industry networking and experience sharing on supply chain management. Over 30 distinguished speakers and panelists from multiple sectors such as retail, manufacturing, logistics, technology and standard design presented their insights on the latest supply chain trends, technologies, tools and best practices in the conference. The event provided 500 delegates privileged access to a world-class supply chain solutions showcase, interactive discussions and real-life implementation cases, as well as an opportunity to network with worldwide supply chain leaders.

For the full list of Hong Kong RFID Awards winners, please visit <http://www.epcglobal.org.hk/hkrfidawards>.

About GS1 Hong Kong

Founded in 1989, GS1 Hong Kong is a not-for-profit industry support organization. It is committed to enhancing Hong Kong enterprises' competitiveness through the provision of global supply chain standards, best practices and enabling technologies. As GS1's local chapter, GS1 Hong Kong is the only organization that is authorized to issue and administer GS1 identification numbers in Hong Kong. Standards and solutions offered include bar coding services, B2B e-commerce services, Global Data Synchronization (GDS) and Electronic Product Code™ / Radio Frequency Identification (EPC/RFID). The organization also hosts a wide range of training courses to facilitate knowledge transfer for SCM principles, e-business strategies, global standards and the implementation of enabling technologies. The GS1 community has over one million corporate members spanning 155 countries and economies and more than 20 industries around the world. For more information about GS1 Hong Kong, please visit: www.gs1hk.org.

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