HONG KONG ICT AWARDS 2025 香港資訊及通訊科技獎

Smart Mobility Award
智慧出行獎

Organiser
主辦機構

數字政策辦公室
Digital Policy Office

Leading Organiser
籌辦機構

GS1 Hong Kong

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智慧出行獎

Background
背景

The Hong Kong ICT Awards (HKICTA) aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talent and enterprises in their constant pursuit of creative and better solutions to meet business and social needs.

The HKICTA was established in 2006 with the collaborative efforts of the industry, academia and the Government. Organised by the Digital Policy Office of the Government of the Hong Kong Special Administrative Region of the People's Republic of China, and led by Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

There are eight categories under the HKICTA 2025. There is one Grand Award in each category, and an "Award of the Year" is selected from the eight Grand Awards by the Grand Judging Panel. In addition, in a bid to foster the innovative use of artificial intelligence (AI), the "Best Use of AI" award winner is also selected in each of the eight categories to magnify and honour outstanding achievements in harnessing the power of AI in respective areas.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業的營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由中華人民共和國香港特別行政區政府數字政策辦公室舉辦，並由香港業界組織及專業團體籌辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2025香港資訊及通訊科技獎設有八個獎項類別。每個類別均設有一個大獎，而最終評審委員會再從八個大獎中甄選出「全年大獎」。此外，為了激發更多人工智能的創新應用，每個獎項類別都會選出一個「最佳人工智能應用」獎，以彰顯並表揚那些在相關範疇應用人工智能方面取得傑出成就的參賽作品。

Objective
目的

1. Building Hong Kong as a Smart City with innovative ICT applications

Mobility is essential if a city is to function properly, and is experiencing one of the most disruptive. Innovations in digitalisation and alternative energies, episodes evolving in previous decades, are unleashing their potential on the streets, forming the bases of smart mobility. Smart mobility is one of the core subjects of any smart city, it involves optimising transportation, infrastructure and communications in order to raise the bar for sustainability, efficiency, safety and air quality. A smart city should be connected and citizen-centric to enhance interconnectedness of every aspect of daily life, bringing more convenience, better quality of live, and a higher level of city competitiveness.

The award aims to encourage the development and innovation of applications, leveraging the integration of Internet of Things (IoT), artificial intelligence, big data and analytics, robotic, digital communications, intelligent transport systems, data platforms, as well as mobile applications, which will enhance the flow of people, goods, and tourists; improve the experiences of citizens and visitors; and enable smart mobility for a smarter Hong Kong.

2. Championing HK as a Hub for IT Talents, Creativity and Innovations

The award will serve as a platform to facilitate the dynamic and transparent exchange of expertise among renowned ICT professionals in the community, to sparkle and co-create innovative ideas, and to nurture technology talents. GS1 HK will also nominate appropriate winners to participate at other regional and global awards competition. We hope that through these recognising and nurturing initiatives, it will further stimulate creativity.

3. Inspiring Adoption by Local Industry

Innovation and technology are drivers for economic growth and the key to enhance business competitiveness. Award winning cases attest to successful implementation, helping users in Transport, Logistics and Tourism industries to understand the value of smart business applications, encouraging industry adoption, creating a mutually beneficial interaction between technology and business sectors. These lead to a sustainable eco-system of technology-driven new business paradigm which not only improves the daily lives of users but also brings jobs, innovation, and the creation of new start-ups with highgrowth potential.

1. 鼓勵開發嶄新智能應用，同建香港智慧城藍圖

流動性是現代都市的基本元素，而它正經歷著顛覆性變化。數碼化和新能源在過去幾十年不斷發展，在每個城市街道上展現各種可能性，成為智慧出行的基礎。智慧出行是建立智慧城市的關鍵，涉及優化交通、基建和通訊，能打造出可持續性、效率、安全和空氣質量的新標準。智慧城市應該互聯互通，以市民為中心，加強日常生活各個方面的聯繫，帶來更多方便、更好的生活質量和更高競爭力的城市。

本獎項旨在鼓勵開發有利智慧出行發展的科技應用，希望集物聯網、人工智能、大數據分析、機械人技術、數碼通訊、智能交通系統、數據平台、和流動應用程式等科技之大成，為市民、遊客和貨物提供更優質的傳輸系統，改善本地人和遊客的交通體驗之餘，更使智慧出行系統趨向成熟，促進香港作為智慧城市的發展。

2. 匯聚資訊科技專才，打造創意創新之都

本獎項將成為本地業界與資訊及通訊科技專才的交流平台，藉雙方熱烈而坦誠的交流促進創新和合作，並培育科技人才。符合條件的得獎者更可獲香港貨品編碼協會提名，爭逐其他地區性及全球性獎項。通過這些業界認同和栽培項目，期望進一步激發參賽者的創新。

3. 鼓勵本地業界採用得獎方案

創新和科技不但促進經濟增長，更是加強企業競爭力的關鍵。獎項對成功實踐智慧出行理念的個案予以肯定，使交通、物流和旅遊業用戶更了解商業應用的價值，藉此鼓勵業界採用方案，建立科技界與商界之間的互惠關係，構築以科技推動的嶄新可持續商業模式，當中不僅包括改善市民的日常生活，還帶來就業機會和具有高增長潛力的新初創企業。

Message from Chief Executive of Leading Organiser
籌辦機構總裁獻辭

Ms Anna LIN, MH, JP, FCILT, FHKIM
Chief Executive, GS1 Hong Kong

林潔貽女士，MH，JP，FCILT，FHKIM
香港貨品編碼協會
總裁

The Government has prioritised strengthening Hong Kong's position as a global trade and shipping hub, where innovative technologies play a pivotal role in driving supply chain digitalisation, and injecting new vitality into our economy. GS1 Hong Kong is honoured to be the leading organiser of the "Smart Mobility Award" for the eighth consecutive year, recognising outstanding innovations that enhance operational efficiency and user experiences across the logistics, transportation, and tourism sectors.

We are delighted to witness the growing prestige of the "Smart Mobility Award", reflected in the strong participation and exceptional quality of submissions, as well as the increasing adoption of Artificial Intelligence (AI). Notable award-winning solutions include the transformation of traditional paper-based import pickup process into a fully paperless workflow, streamlining logistics operations and advancing the digitalisation of Hong Kong's air cargo industry. Another exemplary project features an intelligent pavement assessment system that integrates AI with mathematical and computational models to automatically identify and quantify road-related issues.

In alignment with the Government's "mega-event economy" initiative, this year's entries include highly relevant solutions. One such solution leverages AI for real-time analysis of crowd density and movement speeds, integrating this with public transport data to recommend optimal routes for efficient post-event dispersal. Additionally, a startup has unified multiple social platforms, allowing tourists to conveniently access one-stop hotel information and make direct bookings, thereby enhancing the overall travel experience.

On behalf of GS1 Hong Kong, I would like to express our sincere gratitude to the Digital Policy Office, our supporting organisations, our professional judging and assessment panels for their unwavering support, which has been instrumental to the success of this year's "Smart Mobility Award". Congratulations to all the winners! We believe the winning projects will serve as cornerstones for advancing Hong Kong's smart shipping, logistics and tourism industries, strengthening Hong Kong's competitiveness globally.

香港政府近年致力鞏固並提升其作為國際貿易與航運中心的領導地位，其中創新科技發揮關鍵作用，不僅推動供應鏈及行業數字化轉型，更為香港經濟注入新動力。香港貨品編碼協會很榮幸連續第八年擔任「智慧出行獎」的籌辦機構，發掘並表揚業界在物流、交通及旅遊管理方面的創新應用，提升營運效率與用戶體驗。

我們欣見「智慧出行獎」的反應一年比一年踴躍，參賽作品質、量俱佳，特別是人工智能（AI）技術的應用更見普及。本屆得獎作品亮點包括：將傳統紙本進口取貨流程轉化為無紙化操作，提升物流暢順度，並加速航運業數碼轉型；另有項目巧妙結合AI、數學模型與電腦運算，構建出智慧道路系統，自動識別並量化各類道路問題。

此外，配合政府推動盛事經濟，今屆亦湧現多項切合時宜的方案。例如，有項目運用AI即時分析人流密度及移動速度，整合公共交通數據，為旅客規劃最佳離場路線，確保活動後高效有序的人群疏散；亦有初創企業無縫整合各大社交平台，讓旅客輕鬆獲取一站式酒店資訊並直接預訂，為旅客與市民帶來更便捷舒適的出行體驗。

本人謹代表香港貨品編碼協會，衷心感謝數字政策辦公室、各支持機構、評審及審核委員會的鼎力支持，令本屆「智慧出行獎」得以圓滿舉行。同時恭賀所有得獎者，相信各得獎方案將助力香港智慧航運、物流與旅遊產業升級，進一步提升香港在全球的競爭力。

Message from Chairman of Judging Panel
評審委員會主席獻辭

Hon Duncan CHIU
Functional Constituency - Technology and Innovation
Legislative Council of The Hong Kong Special Administrative Region of the People's Republic of China

邱達根議員
中華人民共和國香港特別行政區立法會
功能界別 - 科技創新界

It is my great honour to have participated in the Smart Mobility Award judging panel for three consecutive years. Two years ago, in the Message from Chairman, I predicted that we would see more innovative solutions utilising AI technology, particularly in optimising traffic flow and screening for potential safety hazards. A review of the trend among the participating solutions in recent years reveals that AI, backed by smart transport infrastructure and abundant data resources, has become a key element in the next generation of applications and services. For instance, this year an award-winning solution integrates IoT, AI and AI agent technologies into an intelligent logistics system. Another winner uses AI to identify various road defects, thereby enhancing the safety and efficiency of road maintenance.

Hong Kong has the potential to achieve more. According to the Smart City Index 2025 by the International Institute for Management Development (IMD), Hong Kong ranks 19th among 146 global cities, and secures the highest 'AAA' rating in the technology category. In terms of mobility experiences and technological applications, Hong Kong performs above the average of other developed cities worldwide. Looking ahead, R&D personnel, start-ups, public organisations and government departments may develop products tailored to acute traffic problems and specific transport scenarios, with data-driven decision-making as a core principle. Furthermore, the executive authorities and the legislature should strive to enhance the flexibility of data sharing while avoiding excessive restrictions on data collection and utilisation.

I would like to express my gratitude to the DPO and GS1 Hong Kong for organising such a significant event. I would also like to extend my heartfelt congratulations to the winners, and my sincere appreciation to all members of the judging panel for their support and contribution. I am eager to meet and share with more outstanding entrants next year.

能夠連續三年參與「智慧出行獎」的評審工作，我對此感到萬分榮幸！兩年前，我曾在《主席獻辭》中預測來屆將有更多參賽者利用人工智能技術開發嶄新方案，尤其是優化交通流和篩檢潛在安全隱患兩方面。細察近年參賽的解決方案，人工智能技術配合基礎設施和豐富的數據資源，已成為新一代應用和服務的關鍵元素。今屆便有得獎機構將物聯網、人工智能與AI代理技術整合至物流系統，也有得獎機構利用人工智能識別各類道路缺陷，提升道路維修的安全性和效率。

香港其實有潛力做得更多。據瑞士洛桑國際管理發展學院（IMD）2025年世界「智慧城市指數」，香港在全球146個城市中位列19，當中「科技」範疇更獲得最高的「AAA」評級。有關出行體驗與科技應用方面，香港的表現更高於全球先進城市的平均水平。展望將來，科研人員、初創、公營機構及政府部門可開發針對本港嚴峻交通問題及特定運輸場景的產品，並以數據驅動決策作為核心設計理念。此外，行政與立法機關應致力提升數據共享的彈性，並避免對數據的收集和使用設定過多限制。

最後，我要感謝數字政策辦公室和香港貨品編碼協會籌辦今次活動。除了向獲獎者表示衷心祝賀，我也要感謝評審委員會全體成員的支持和付出。我期待明年與更多優秀的參賽者會面和分享。

Smart Mobility Award Judging Panel
智慧出行獎評審委員會

Chairman 主席

Hon Duncan CHIU
Functional Constituency - Technology and Innovation
Legislative Council of The Hong Kong Special Administrative Region of the People's Republic of China

邱達根 議員
中華人民共和國香港特別行政區立法會
功能界別 - 科技創新界

Deputy Chairman 副主席

Dr Toa CHARM 湛家揚博士
Associate Professor of Practice in Innovation and Technology, Business School
The Chinese University of Hong Kong
香港中文大學
商學院創新及科技專業應用副教授

Members 成員

Ms Lily LAI 黎秀琼女士
Chief Information Officer
Airport Authority Hong Kong
香港機場管理局
首席資訊主管

Prof Ir Eric CHAN 陳思源教授，工程師
Chief Public Mission Officer
Hong Kong Cyberport Management Company Ltd
香港數碼港管理有限公司
首席公眾使命官

Smart Mobility Award Judging Panel
智慧出行獎評審委員會

Members 成員

Ir Elsa YUEN 袁美儀工程師
President
Hong Kong Logistics Association
香港物流協會
會長

Mr Louis MAH 馬慶和先生
Director - Group IT
Maxim's Group
美心集團
資訊科技高級總監

Ir Susanna S C SHEN, MH 孫淑貞工程師，MH
Board member
MTR Corporation
香港鐵路有限公司
董事局成員

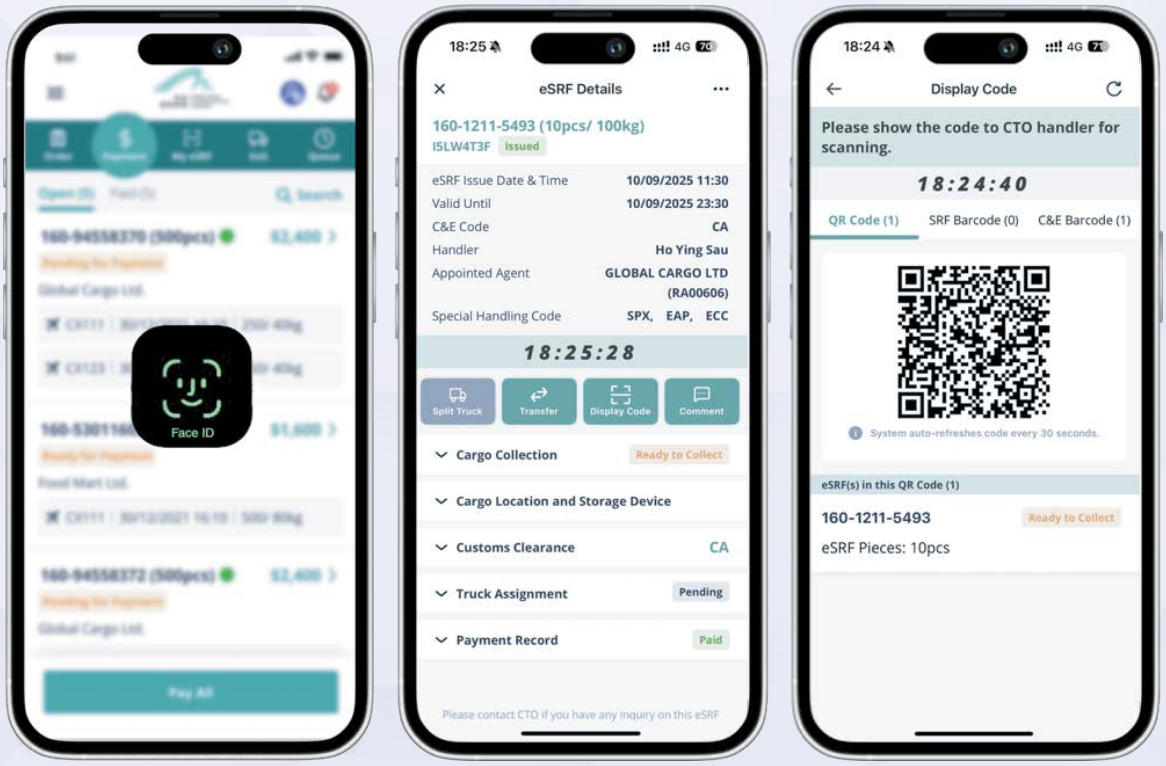
Ir Charles SO 蘇洪德工程師
Chairman of Smart Mobility Committee
Smart City Consortium
智慧城市聯盟
智慧出行委員會主席

Mr King Fung CHAN 陳勁峰先生
Chief Systems Manager
(Common Services and Sourcing)1
Digital Policy Office
The Government of the Hong Kong Special Administrative Region
香港特別行政區政府
數字政策辦公室
總系統經理（共用服務及採購）1

Ms Wendy CHOW 周寶芬女士
Head of Digital Technologies and Data Infrastructure
Invest Hong Kong
The Government of the Hong Kong Special Administrative Region
香港特別行政區政府
投資推廣署
總裁（數字科技與數據基礎建設）

Smart Mobility Grand Award
and Smart Mobility (Smart Logistics) Gold Award
智慧出行大獎
及 智慧出行 (智慧物流) 金獎

Airport Authority Hong Kong
香港機場管理局
(www.hongkongairport.com)



Hong Kong Air Import SmartCollect

"Hong Kong Air Import SmartCollect" is a breakthrough initiative led by Hong Kong International Airport (HKIA) through collaborative efforts of the whole air cargo community partners of Hong Kong. This digital transformation initiative not only enables the issuance of electronic Shipment Release Form (eSRF) but also unleashes the full end-to-end process, streamlining and digitalising of import cargo collection journey at Hong Kong's cargo terminals.

香港空運進口取貨數碼通

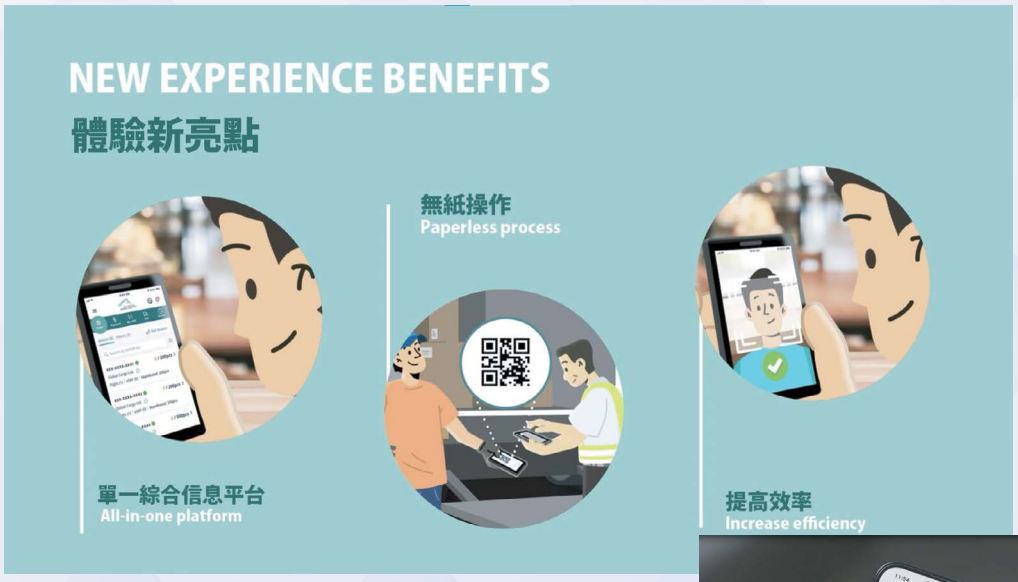
「香港空運進口取貨數碼通」是由香港國際機場牽頭，與香港整個空運業界通力合作的一項突破性項目。此系統不僅支援電子提貨單簽發，更將現時空運貨站的紙本進口取貨流程全面優化並數碼化。

This new digital application creates better users' experience in the freight forwarding community. It transforms a traditional, paper-based manual counter service and queuing process into a paperless, seamless and efficient operations. Better cargo journey traceability and security is also enabled.

As the world's busiest cargo airport, HKIA always strives for smart initiatives to derive more values to the community and to strengthen our air cargo competitiveness.

全新系統為貨運代理社群創造更佳的用戶體驗，將傳統、以紙本為基礎的人手櫃檯服務及排隊流程，轉化為無紙化、流暢及高效的運作模式，同時亦提升貨運流程的可追蹤性及安全性。

作為全球最繁忙的貨運機場，香港國際機場一直致力推動智能方案，為業界社群創造更多價值，並鞏固香港的空運競爭力。



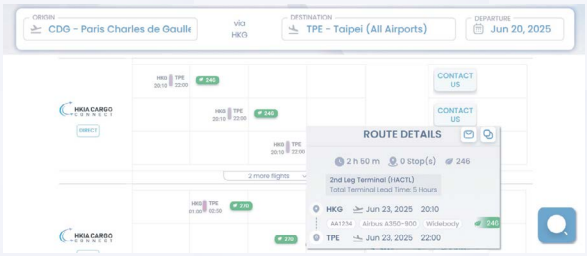
Comments from Judging Panel
評審委員會評語

The solution supports a large and scalable business model. By leveraging advanced air cargo solutions, it significantly enhances operational efficiency and transforms manual processes into automated systems, substantially reducing processing times and optimising flight routes.

Furthermore, it involves a wide range of stakeholders, fostering collaboration and driving operational efficiency across multiple sectors, benefiting the entire industry.

此計劃支援一個大規模且具高度擴展潛力的商業模式。透過採用先進的航空貨運解決方案，顯著提升運營效率，將手動流程轉化為自動化系統，大幅縮減處理時間並優化飛行路線。此外，計劃促進眾多持份者之間的協作，推動跨行業的運營效率提升，為整個行業帶來深遠裨益。

Smart Mobility (Smart Logistics) Silver Award
智慧出行 (智慧物流) 銀獎



Airport Authority Hong Kong
香港機場管理局
(www.hongkongairport.com)

HKIA Cargo Connect

Hong Kong International Airport (HKIA) is the world's busiest cargo airport with a comprehensive and mature air network connecting to over 200 destinations worldwide. To continue reinforcing HKIA's position as a global aviation hub, HKIA strives to expand HK's global network strategically through inducing more collaborations among airlines.

As a pioneer in air cargo digitalisation, Airport Authority Hong Kong (AAHK) introduced HKIA Cargo Connect in 2025, the world's first airport-led initiative to power airline partnerships through an innovative, intelligent and interconnected digital ecosystem of air cargo industry.

HKIA Cargo Connect enables intelligent search and smart matching of airline partners and enhances visibility in transshipment information. In view of the new industry trends of the emergence of new airlines, destinations and routes, HKIA Cargo Connect accurately addresses the industry challenges of fragmented and manual communications in establishing industry partnerships.

By connecting airlines across the globe, HKIA Cargo Connect is highly beneficial for airlines, enabling them to optimise resources, gain market exposure, and create new business opportunities. This will reinforce HKIA's position as a preferred global air cargo hub and help reshape the international air cargo landscape.

HKIA Cargo Connect

香港國際機場是全球最繁忙的貨運機場，擁有全面且成熟的航空網絡，連接全球超過200個目的地。為進一步鞏固香港國際機場的空運樞紐地位，香港機場管理局（機管局）積極促進航空公司協作，以策略性地拓展全球網絡。

作為航空貨運數碼化的先驅，機管局於2025年推出「HKIA Cargo Connect」，為全球首個由機場推出的數碼方案，旨在通過一個創新、智慧及互聯的航空貨運生態系統，促進航空公司間的合作。

HKIA Cargo Connect提供智能航空公司配對，提高轉運資訊透明度。隨著業界出現愈來愈多新航空公司、新目的地及新航線，HKIA Cargo Connect有效解決業界在建立合作關係時所面對的資訊分散及人手溝通等問題。

通過連接全球航空公司，HKIA Cargo Connect協助航空公司優化資源管理、提升市場曝光率，並創造新的商機。HKIA Cargo Connect將進一步鞏固香港國際機場作為全球首選空運樞紐的地位，以助重塑國際空運模式。

Comments from Judging Panel
評審委員會評語

Leveraging Hong Kong's strategic position, the solution strengthens Hong Kong's role as a regional hub by establishing it as a key connection point. Through seamless data sharing, it delivers significant benefits to the local market, ensuring Hong Kong's sustained advantage as a leading cargo hub.

此計劃充分利用香港的戰略地位，提升香港作為區域樞紐的角色，成為關鍵的連接點。透過無縫數據共享，為本地市場帶來顯著效益，確保香港作為領先貨運樞紐的持續優勢。

Smart Mobility (Smart Logistics) Bronze Award
智慧出行 (智慧物流) 銅獎

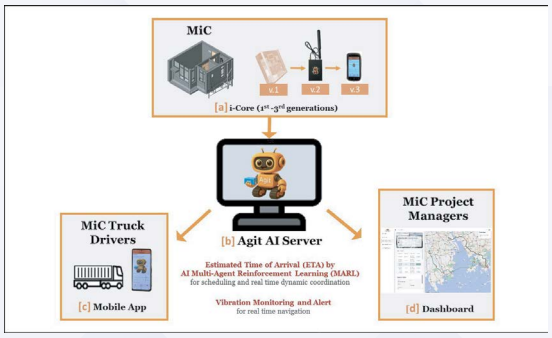


Figure 1 – Four Components of Agit

Department of Real Estate and Construction, HKU / Hong Kong Housing Authority
香港大學房地產及建設系 / 香港房屋委員會
(www.hku.hk / www.ha.org.hk)

"Agit" - Agentic Artificial Intelligence of Things (AIoT) System for Cross-border MiC Logistics

In response to the notable public housing demands in Hong Kong, the Government is accelerating the speed, volume, quality, and efficiency of Public Housing Development (PHD) and Light Public Housing (LPH) initiatives through the Modular Integrated Construction (MiC) strategy. However, the success of this depends critically on the Just-In-Time, Orderly, and Safe Delivery of MiC modules from offshore factories to Hong Kong construction sites.

This has been achieved through the innovative "Agit" system—Agentic Artificial Intelligence of Things (AIoT) for Cross-Border MiC Logistics—developed by the iLab of HKU. Fully tested and implemented in Hong Kong Housing Authority's public housing projects, Agit overcomes key challenges such as lack of real-time information, inefficient delivery scheduling, transport-related MiC damage risks, and reliance on manual communication and truck dispatching.

The system integrates four core components: (a) AIoT i-Core sensors affixed to MiC modules for real-time vibration monitoring; (b) the Agit AI server; (c) a mobile application to relay transport updates and facilitate communication; and (d) a dashboard for real-time delivery monitoring and control.

Leveraging AI multi-agent reinforcement learning (MARL), Agit enables dynamic, real-time scheduling, accurate estimated time of arrival (ETA) predictions, and proactive vibration alerts, thereby ensuring Just-In-Time, orderly, and safe MiC delivery.

「智傑」—人工智能物聯網的智能體跨境MiC運輸物流系統

因應香港的公屋需求，政府正透過「組裝合成」建築法（MiC）策略，全力提速、提量、提質、提效，加速公營房屋發展計劃（PHD）及簡約公屋（LPH）的建設。這成功與否取決於大灣區工廠能否及時、有序、安全地把MiC模組跨境運送到香港的建築工地。

香港大學iLab研發的「Agit - 人工智能物聯網的智能體跨境MiC運輸物流系統」，通過四個相互結合的組件: (a) AIoT i-Core 傳感器，(b) Agit AI伺服器，(c) 手機應用程式，(d) 儀表板提供MiC實時震動監察和警報進行導航，並通過多智能體強化學習 (MARL) 的預計到達時間 (ETA) 的預測進行實時MiC貨車的動態調配，以克服現時缺乏實時資訊、防範MiC在運輸震動時的損壞，以及與貨車相關的人手溝通和調配等問題，使MiC能及時、有序、安全地送到工地。該系統已在房委會的MiC項目中測試和應用。

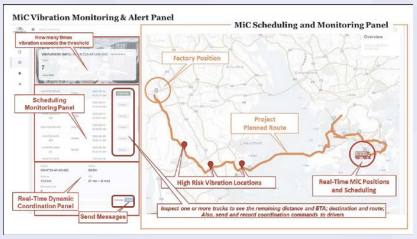


Figure 2 – MiC Project Manager Dashboard for Real-Time Scheduling, Monitoring and Alert

Figure 3 – Driver Mobile App for Real Time Vibration Monitoring, Navigation and Dynamic Scheduling

Comments from Judging Panel
評審委員會評語

The project integrates extensive and diverse datasets, including dynamic weather and climate data, to enable robust decision-making. It demonstrates highly deployable AI technologies that address multiple factors, demonstrating innovation, practicality, and exceptional quality.

此項目整合廣泛且多元的數據，包括動態天氣及氣候數據，有助穩健的決策制定。項目展示高度可部署的人工智能技術，針對多項因素進行創新，展現其實用性及卓越品質。

Smart Mobility (Smart Logistics) Certificate of Merit
智慧出行 (智慧物流) 優異證書

Geek Plus International Company Limited / The Dairy Farm Company, Limited (Wellcome)
極智嘉國際有限公司 / 牛奶有限公司 (惠康)

(www.geekplus.com / www.wellcome.com.hk)

Picking Model Evolution: Transforming Slow-Moving Inventory

Wellcome partnered with Geek+ to revolutionise its slow-moving inventory management by deploying autonomous mobile robots (AMRs) and a hybrid picking system. Unlike traditional systems that focus solely on maximising storage capacity, the innovation transformed the place from a passive storage space into a dynamic operational asset. By integrating picking and sorting capabilities into the storage framework, the company optimised warehouse space through dynamic slotting and multi-level storage. This pallet-to-person solution enhances logistics efficiency and throughput, resulting in a scalable, flexible system that can easily adapt to other markets.

The automated system is powered by advanced algorithms and warehouse management software, which streamline processes and provide real-time data for superior decision-making. It minimises repetitive manual labour, enhances safety, and reallocates employees to higher-value tasks. The results are profound: a 200% surge in operational efficiency, 80% picking accuracy, and substantially shortened lead times.

Consequently, products move from distribution centres to store shelves faster, ensuring superior on-shelf availability, fresher product selection, and an enhanced customer experience. Furthermore, these streamlined processes lower operational costs and increase productivity. The initiative also advances sustainability goals by reducing energy consumption and material waste, while improved supply chain transparency that strengthens collaboration with partners and suppliers.

Comments from Judging Panel
評審委員會評語

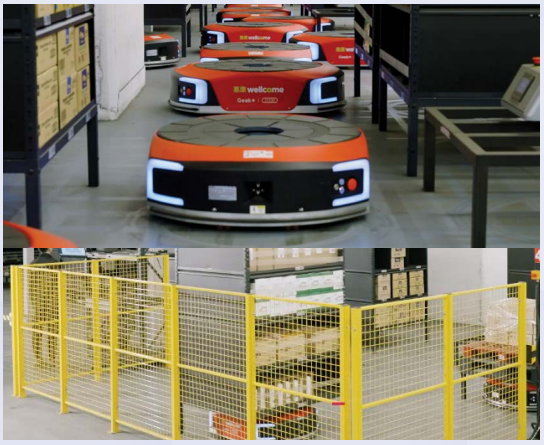
The solution revitalises old industrial buildings by leveraging Hong Kong's unique architectural designs, utilising the entire floor space effectively. At the same time, it also adopts systems for efficient picking and sorting operations, achieving remarkable results despite the challenge of low ceiling heights. Unlike traditional systems that prioritise maximising storage capacity, this innovation transforms passive storage spaces into dynamic operational assets, delivering efficient and innovative outcomes.

揀選模式進化：慢流動庫存轉型

惠康超級市場與極智嘉合作，引入自主移動機器人及混合揀選系統，有效改善滯銷庫存管理。有別於以往，是次創新突破傳統僅專注存儲空間的限制，將存儲空間轉化為動態營運資產。透過將揀選和分揀功能整合至存儲框架，並採用動態貨位分配與多層存儲技術，優化了倉庫空間。此托盤到人方案不僅提升物流效率和吞吐量，更建構出可擴展、高靈活度的系統，輕鬆適應不同市場需求。

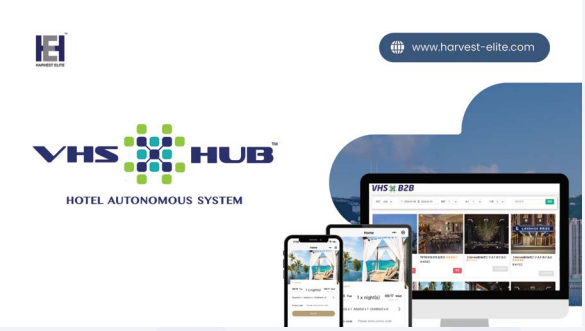
系統採用先進的演算法及倉庫管理軟件，簡化流程並提供即時數據優化決策，減少重複性的人工操作、提高安全性，讓團隊成員專注於具高價值的任務。採用系統後的營運效率提升200%，揀選準確率增加達80%，並大幅縮短交貨時間，加速商品從倉庫到店鋪的上架流程，提高貨架商品轉流、供應更穩定，提升顧客購物體驗。

方案簡化流程，同時降低成本、提高生產力，並透過節能減廢推動可持續發展。藉著改善供應鏈中溝通與透明度，也強化了合作夥伴與供應商的協作。



此計劃透過充分利用香港獨特的建築設計，活化舊工業大廈，有效利用整個樓層空間。同時，採用高效的揀選及分揀系統，克服低樓底的挑戰，實現卓越成果。不同於傳統系統專注於最大化儲存容量，此創新方案將被動儲存空間轉化為動態運營資產，提供高效且創新的解決方案。

Smart Mobility (Smart Tourism) Gold Award
智慧出行 (智慧旅遊) 金獎



Harvest Elite International Limited
禧一國際有限公司
(www.harvest-elite.com)

Unlocking Opportunities in China

To stay relevant and remain competitive in the digital era, it is essential for traditional brick and mortar businesses to find a unique angle to digitally connect with potential clients.

The travel industry is no different, overwhelmed by the vast number of Online Travel Agents (OTA) where hotels have yielded to their dominance, combined with closed loop global social media and e-commerce platforms such as WeChat, Douyin and Xiaohongshu. It is extremely difficult for hotels to navigate through these obstacles and make a positive impact.

VHSHUB is a technological solution for hotels to establish a clear path through these challenges, giving new opportunities to hotels and bringing back control to manage the direct distribution flows.

At its core, VHSHUB is a hospitality service tool that includes accommodation booking, F&B solutions, e-shop and CRM membership functionalities, which operates in both B2B and B2C model. However, what makes VHSHUB special is how the system breaks through the closed loop platforms and gives hotels a different angle to connect with massive pools of potential clients in these social and commercial platforms.

VHSHUB allows hotels to adopt its direct connection methods, by embracing social commerce models and activities that are popular and trending in order to maximise its direct connection potential.

With VHSHUB, the system is meant to co-exist with the hotel's existing distribution channels, at the same time giving it a new avenue to approach the dynamic digital landscape, seizing opportunities in a new market and growing its overall presence in the long term.

Comments from Judging Panel
評審委員會評語

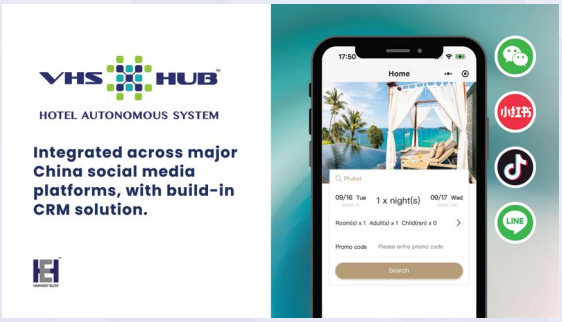
The effective social media integration allows hotels to tailor marketing campaigns based on user demographics and behaviours, thereby promoting the growth of travel industry.

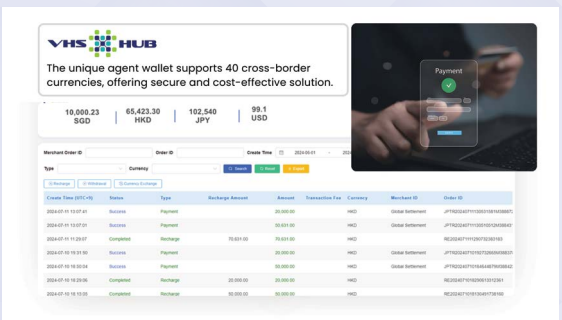
解鎖中國市場商機

在現今數碼時代，傳統實體企業要保持競爭力並持續發展，必須找到獨特的切入點，旅遊業亦不例外。面對眾多強勢的線上旅遊代理商（OTA）、微信、抖音、小紅書等閉環式社交媒體和電商平台的競爭，酒店業者要突圍而出變得極其困難。

VHSHUB的核心是一個涵蓋住宿預訂、餐飲訂餐、電子商務及CRM會員功能的酒店服務平台，採用B2B與B2C雙向營運模式，協助酒店與核心客戶建立緊密聯繫。其真正獨特之處，在於它能通過數碼營銷及直連模式，突破封閉平台的界限。VHSHUB幫助酒店充分利用現今流行的社交電商平台和活動，以最少的人力和時間成本開拓潛在客源及訂單，重新掌控直客及分銷渠道的管理主導權，從而應對上述挑戰，開創新機遇。

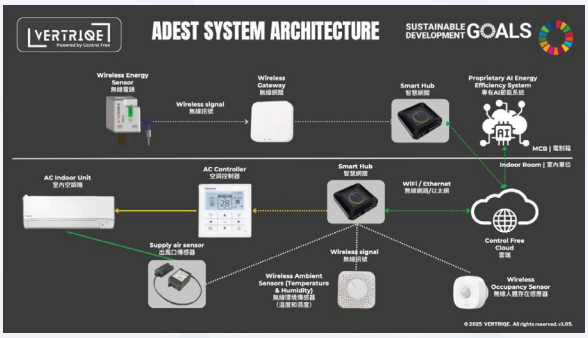
VHSHUB旨在與酒店現有的分銷渠道並行運作，為其開拓全新路徑，以適應瞬息萬變的數碼市場，緊握新興市場機遇，冀能提升酒店整體影響力。





此計劃有效整合社交媒體平台，讓酒店可以根據用戶人口統計數據及行為定制營銷活動，促進旅遊業增長。

Smart Mobility (Smart Tourism) Silver Award
智慧出行 (智慧旅遊) 銀獎



VERTRIQE Limited
(www.vertriqe.io)

ADEST (AI - Blockchain Driven Energy Saving Technology)

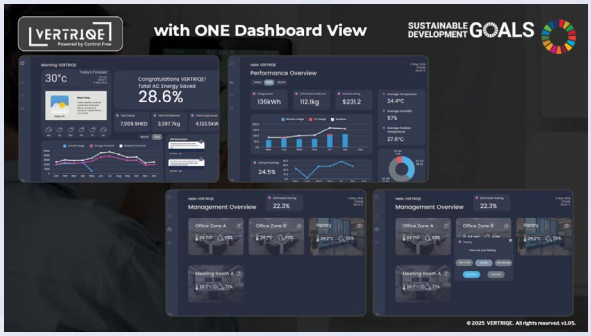
VERTRIQE's ADEST is an AI-blockchain driven energy-saving technology that optimises AC systems in hotels, bars, restaurants, and service apartments to promote sustainable hospitality. It integrates AI for smart energy management, IoT sensors for real-time monitoring of indoor environment, occupancy, weather, and usage, blockchain for transparent ESG data, and tokenised carbon credits to reduce carbon footprints. Non-invasive installation ensures no warranty risks, while delivering 15-40% energy savings, cutting labour costs by 5-10%, and improving indoor comfort—no more chilly complaints from guests.

The business ecosystem revolves around tokenomics: Investors purchase RWA tokens to fund ADEST deployments through VERTRIQE. VERTRIQE provides the system free to clients like hotels and restaurants, achieving 15% energy savings or above. Clients retain a portion of the savings as profit from lower bills and pay VERTRIQE a rental fee with the rest. VERTRIQE then distributes this fee as yield to investors, offering superior ROI over a period of years. This creates a win-win-win: Clients cut costs effortlessly, investors earn strong returns, and the planet benefits from sustainable practices. Backed by proven cases like 33.8% savings in Korea, ADEST drives greener hospitality worldwide.

ADEST (AI - Blockchain Driven Energy Saving Technology)

VERTRIQE的ADEST結合人工智能與區塊鏈，優化酒店、酒吧、餐廳及服務式公寓之冷氣系統，促進可持續餐旅業。透過 AI 智能管理、IoT 實時監測及區塊鏈透明 ESG 數據，配合代幣化碳信用，能實現15-40% 節能、減省5-10% 勞工成本、提升舒適度，減少顧客投訴溫度太高太低。

ADEST 生態系統以代幣經濟商業模式為核心，投資者購買 RWA 代幣資助 VERTRIQE 免費提供系統予客戶，實現15% 以上節能。客戶保留部分成本減省為利潤，餘額支付系統租金，再由VERTRIQE 分配收益予投資者，提供高回報。方案能實現三贏：客戶減成本，投資者獲利，地球享可持續發展。韓國便有實例佐證能節省33.8%成本，推動綠色餐旅業發展。



Comments from Judging Panel
評審委員會評語

This practical solution harnesses advanced technologies, multi-layered AI, precise modeling, and sensor integration to optimise hotel air-conditioning electricity consumption, significantly reducing energy consumption. Its blockchain-enabled Energy Tracking function lowers electricity costs while offering hotel management a simple and user-friendly platform and dashboard for streamlined monitoring and control.

此實用方案結合先進技術、多層次人工智能、精密建模及感應器整合，減少酒店空調用電量，顯著降低能源消耗。其區塊鏈技術支援的能源追蹤功能降低電費成本，同時為酒店管理提供簡便易用的平台及儀表板，實現流暢監控與管理。

Smart Mobility (Smart Tourism) Bronze Award
智慧出行 (智慧旅遊) 銅獎

Hong Kong Police Force, The Government of the HKSAR / Hong Kong Qianfan Technology Company Limited
香港特別行政區政府 警務處 / 香港千帆科技有限公司

(www.police.gov.hk / www.qianfanled.com)

Easy Leave

Easy Leave, a collaboration between the Hong Kong Police Force (HKPF) and Hong Kong Qianfan Technology Company Limited, is the world's first tourism platform integrating real-time AI crowd analytics with comprehensive transportation data. Launched in March 2025, Easy Leave ensures seamless and efficient departures for visitors to Kai Tak Sports Park, particularly during mega events, through a user-friendly, one-stop website.

By analysing live CCTV feeds, Easy Leave evaluates crowd density and walking speeds to deliver precise walking times and personalised route guidance to major transport hubs. The platform integrates APIs from key public transport services, updating MTR schedules, bus routes and taxi wait times every 20 seconds. Unlike traditional navigation tools, Easy Leave bridges critical information during peak-demand periods, providing authoritative, real-time guidance for all users.

Accessible via the Hong Kong Tourism Board's website, the Digital Policy Office's iAM Smart app, the Transport Department's eMobility app, the HKPF's website and app, Easy Leave requires no downloads or manual updates, ensuring effortless access.

Until September 2025, Easy Leave has facilitated over 550,000 visitor departures, enabling the safe and orderly egress of tens of thousands within one hour at each mega event. Aligned with Hong Kong's Smart Tourism strategy, Easy Leave strengthens the city's reputation as the "Events Capital" and advances its smart city transformation.

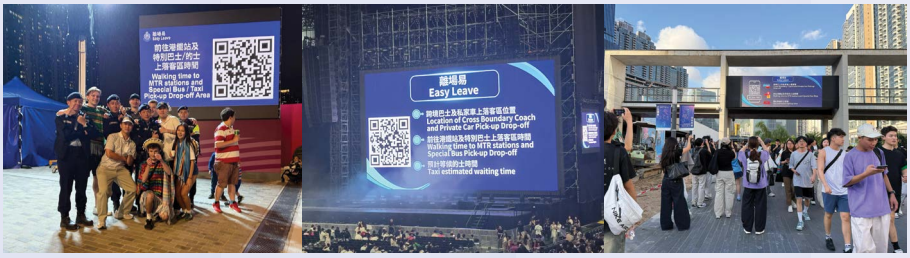
離場易

「離場易」由香港警務處聯同香港千帆科技有限公司攜手開發，是全球首個融合實時人工智能人流分析及綜合交通資訊的旅遊平台。自2025年3月推出，平台透過一站式網站，協助訪客於啟德體育園，尤其是在大型活動後，能順暢及高效地離場，享受資訊透明的出行體驗。

「離場易」透過分析實時閉路電視影像、人流密度及步行速度，然後提供精準步行時間及個人化路線指引，協助訪客前往主要交通樞紐。平台整合主要公共交通服務的應用程式介面，每20秒更新港鐵班次、巴士路線及的士等候時間。相較於傳統導航應用程式，「離場易」填補高峰時段的資訊缺口，為用戶提供官方、即時的指引。

訪客可透過香港旅遊發展局網站、數字政策辦公室「智方便」應用程式、運輸署「出行易」應用程式、香港警務處網站和應用程式使用「離場易」，無需下載或手動更新。

截至2025年9月，「離場易」已協助超過55萬名訪客順利離場，並於每次大型活動中在一小時內安全、有序地疏導數萬人流。配合香港智慧旅遊發展策略，「離場易」鞏固本港「盛事之都」地位，推動香港智慧城市發展。



Comments from Judging Panel
評審委員會評語

This solution offers seamless dispersal processes that support mega events significantly and promote tourism development, demonstrating proven success through real-world cases. By integrating public transportation systems and CCTV monitoring of crowd flow levels, AI delivers optimal route recommendations and quickest routes for visitors and tourists, thereby elevating the overall experience.

此計劃提供無縫的離場流程，為大型活動作出顯著貢獻，推動旅遊業發展，並有實證案例展示成功經驗。透過整合公共交通系統及閉路電視監控人流水平，人工智能提供最佳路線建議，確保旅客及遊客享有最佳出行選擇及最快捷的路線，提升整體體驗。

Smart Mobility (Smart Tourism) Certificate of Merit
智慧出行 (智慧旅遊) 優異證書

Yoswit Hospitality Limited
優思域酒店方案有限公司
(www.yoswit.com)

Yoswit AI Hotel Assistant

The Yoswit AI Hotel Assistant seamlessly integrates artificial intelligence technology with hotel property management systems. This innovative feature allows guests to use an AI-powered chatbot to access hotel information and order room services.

The AI Hotel Assistant automatically switches languages based on guest information registered at the front desk. Additionally, through AI data analysis, it can identify guest preferences and potential needs, enabling the hotel to provide higher-quality services more efficiently.

By combining Yoswit's AI Hotel Assistant with the hotel's PMS, POS, and FCS systems, the solution not only delivers a cutting-edge guest experience but also helps the hotel improve operational efficiency and enhance guest satisfaction.

AI 酒店助手

Yoswit AI 酒店助手將人工智能技術與酒店物業管理系統完美結合。這項創新的功能讓住客可透過人工智能聊天機器人查詢酒店的各項資訊及訂購客房服務。AI酒店助手將透過前台登記的住客信息，自動切換語言。

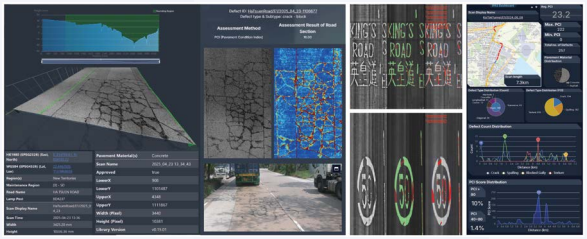
透過AI數據分析，酒店能夠得知住客的喜好以及潛在需要，幫助酒店更快為住客提供更優質的服務。另外，若結合Yoswit的AI酒店助手和酒店的PMS，POS及FCS，不僅可以為住客提供嶄新的入住體驗，同時亦幫助酒店提高客戶服務的效率及住客的滿意度。

Comments from Judging Panel
評審委員會評語

This hotel assistant solution effectively integrates multiple AI components and engineering to optimise resource usage, including smart temperature adjustments, enabling hotels to deliver exceptional user experiences and optimise intelligent operational management.

此酒店助理方案有效整合多項人工智能組件及工程技術，有效運用資源，包括智能溫度調節，主要幫助酒店提供卓越用戶體驗及智能化運營管理。

Smart Mobility (Smart Transport) Gold Award
智慧出行 (智慧交通) 金獎



Winley Technology Group Limited / Highways Department, The Government of the HKSAR
偉樂科技集團有限公司 / 香港特別行政區政府路政署

(www.winley.com.hk / www.hyd.gov.hk)

Intelligent Pavement Assessment System (iPAS): Revolutionising Road Infrastructure Assessment and Management

Governments worldwide spend billions on road maintenance, yet citizens still face deteriorating roads and safety risks. iPAS was built to change this. Developed entirely in Hong Kong by 30 multi-disciplinary young talents and backed by our parent company Freetech's 32 years of expertise, iPAS is a rare homegrown breakthrough in smart transportation infrastructure management.

Now adopted by the Hong Kong Highways Department under the RCAS project, iPAS has assessed over 5,000 km of roads across the city. Its Pavement 3D Scanning Vehicle captures uniform, sub-millimetre 3D data at 110 million points per second, up to 200 km per day, far surpassing manual inspection.

An advanced AI engine integrates CNNs, Vision Transformers, transfer learning, and mathematical modelling to automatically detect all defect types. With 82 terabytes of data and decades of expertise, iPAS provides the world's most comprehensive and objective road assessment framework. With over 80 proprietary indicators and multi-faceted analytics, iPAS turns fragmented inspection data into actionable insights.

iPAS enables governments worldwide to move from passive "fix-when-broken" practices to proactive, data-driven planning. It cuts maintenance costs, reduces manpower needs, improves safety, and sets new global standards for smart city infrastructure, making travelling safer, smoother, and smarter for all.

智慧道路評估系統 (iPAS)：革新道路評估及管理模式

各國政府每年斥巨額維修道路，但市民仍飽受路況惡化與安全隱患之苦。iPAS正好能解決此難題：由30名本地年輕科研人才在香港自主研發，結合母公司英達科技32年的專業經驗，為道路管理帶來全新方案。

iPAS以RCAS項目獲香港路政署採用，已完成全港5,000公里的道路評估。iPAS的分析引擎融合 AI、數學與計算機模型，可自動識別量化所有道路問題。憑藉海量的準確數據及多年行業經驗，公司建立了全球最全面客觀的道路評估體系（80多項創新指標），協助政府在零散的檢測數據中轉化成實際可行的預防對策。

iPAS可節省維修開支與人力、提升道路安全，並為智慧交通基建樹立新的國際標準，讓每一次出行都更安全、舒適、快捷。

Comments from Judging Panel
評審委員會評語

This solution features a highly innovative, scalable scoring system with strong potential for global market expansion. By leveraging advanced AI to detect road defects, it transforms inspection data into actionable insights for proactive infrastructure planning, while enhancing road safety and efficiency, setting new standards for smart city infrastructure worldwide.

此計劃具備高度創新且可擴展的評分系統，擁有強大的全球市場拓展潛力。透過先進人工智能技術檢測道路缺陷，將巡查數據轉化為可行動的洞察，促進主動基礎設施規劃，同時提升道路安全及效率，為全球智慧城市基礎設施設立新標準。

Smart Mobility (Smart Transport) Silver Award
智慧出行 (智慧交通) 銀獎

Wonder
(www.wonder.app)

Wonder M1OS Smart Taxi Meter

Wonder is a leading payments and FinTech platform for businesses in Hong Kong and Asia, enabling any business to pay and get paid effortlessly. At Wonder Taxi, we redefined urban taxi mobility with our innovative Wonder Smart Taximeter “M1OS”, enabling taxi riders to pay digitally and taxi drivers to get paid effortlessly.

Wonder M1OS is Hong Kong's first and only touch-screen based smart taximeter with digital payment acceptance approved by the Transport Department of Hong Kong, built for all taxi types including Toyota Comfort, Toyota Hybrid, Ford E6, Mifa 7, BYD and more, while supporting over 30 digital payment methods. At its core, Wonder M1OS is integrated into a cloud-based full stack FinTech platform, where the taximeter hardware is directly connected to Wonder Terminal and Wonder App, enabling automated fare synchronisation, digital payment acceptance, seamless fleet management and advanced data analytics. Further, the full-suite Wonder Taxi payment solution is PCI DSS Level 1 and EMV Level 3 compliant, which are the highest level of security certification in the payments industry. With Wonder Taxi, locals, tourists and expats alike can simply tap-to-pay or scan-to-pay with numerous digital payment methods, all to empower Hong Kong to maintain its global status as an international and innovative financial centre.

Wonder 領先咪錶

Wonder 是香港及亞洲領先的商業支付與金融科技平台，致力讓所有企業都能輕鬆收付款項。在Wonder Taxi，我們以創新的智慧的士咪錶「M1OS」重新定義城市的士出行體驗，讓乘客能夠輕鬆進行電子支付，司機也能輕鬆收款。

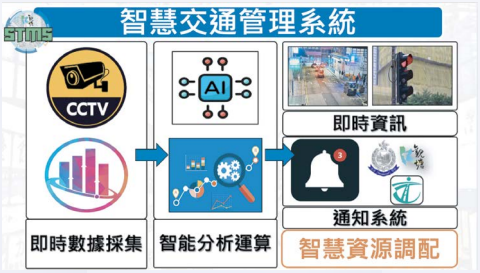
Wonder M1OS是香港首個及唯一獲香港運輸署批准、具備電子收款功能的觸控式智慧的士咪錶，適用於香港所有車型，包括豐田 Comfort、豐田 Hybrid、福特 E6、大通 Mifa 7、比亞迪等，並支援超過 30 種支付方式。其核心技術在於整合於雲端全端金融科技平台，使M1OS咪錶直接連接 Wonder Terminal 與 Wonder App，實現自動化車費同步、電子收款、無縫銜接車隊管理及收入數據分析。此外， Wonder Taxi一站式解決方案通過支付業界最高等級安全認證——PCI DSS第一級與EMV第三級合規標準。透過Wonder Taxi，無論本地居民、遊客或外籍人士，皆能輕鬆以「拍卡」或「掃碼」方式 支付，助力並鞏固香港的國際及創新金融中心的地位。

Comments from Judging Panel
評審委員會評語

The smart taxi meter supports multiple digital payment methods, enabling seamless taxi payments and instant processing with minimal effort. Its innovative T+0 payment function can drive growth across the taxi ecosystem, providing benefits and convenience for local users and tourists.

此智能計程車計費器支援多種數碼支付方式，實現無縫的士支付及即時處理，操作簡便。其創新的T+0支付功能推動計程車生態系統的增長，為本地用戶及遊客提供便利及效益。

Smart Mobility (Smart Transport) Bronze Award
智慧出行 (智慧交通) 銅獎



The Hong Kong University of Science and Technology / Hong Kong Police Force, The Government of the HKSAR
香港科技大學 / 香港特別行政區政府 警務處

(www.hkust.edu.hk / www.police.gov.hk)

Kwun Tong Smart Traffic Management System (STMS)

Leveraging technology to enhance road safety is one of the priorities under the Hong Kong Police Force's 'COMMISSIONER'S OPERATIONAL PRIORITIES 2025'. The pursuing of digital policing also serves the purpose in optimising operational efficiency at frontline policing with an aim to better serve the public.

The Smart Traffic Management System (STMS), a novel integrated traffic management solution, was developed to address traffic issues at the Kwun Tong Business Area (KTBA), one of the city's busiest areas, as a pilot for further territorial adaption.

Designed to assist the Kwun Tong Police District and the Transport Department to enhance traffic management effort, the STMS comprises three main subsystems: the Data Capturing System, the Traffic Analytic System, and the Monitoring and Notification System, each incorporating significant advancements.

1. Data Capturing System: This subsystem integrates surveillance cameras, traffic detectors with Artificial Intelligence (AI), and smart lamppost data to provide real-time insights into traffic flow, vehicular speed, kerbside parking, and traffic incidents.

2. Traffic Analytic System: Utilising analytical tools such as micro-traffic simulation, optimisation, AI, and machine learning, STMS addresses four key traffic issues in real time: traffic management, traffic incidents, traffic estimation, and traffic signal control. It provides actionable recommendations to the Police and Transport Department for decision-making and further action.

3. Monitoring and Notification System: This subsystem offers a comprehensive dashboard for the Kwun Tong Police District and Transport Department to monitor traffic conditions and receive notifications as well as the calculated recommendations for operators to formulate course of actions in response to the identified traffic issues in real-time.

Comments from Judging Panel
評審委員會評語

Addressing the severe traffic congestion in Kwun Tong, this integrated platform combines traffic management and signal control to effectively alleviate bottlenecks. This comprehensive, highly adaptable real-time traffic management system has high potentials to be deployed in other districts or regions.

觀塘智慧交通管理系統

運用科技提升道路安全，是香港警務處《警務處處長首要行動項目》其中一項重點項目。推動數碼警務亦旨在優化前線警務的操作效率，從而更有效地服務市民。

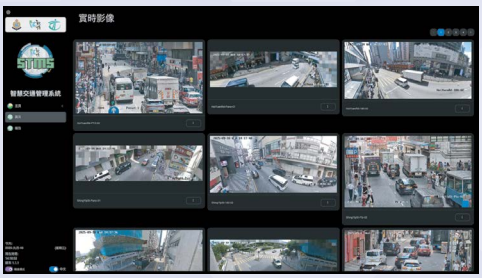
為了配合智慧警政的方向，智慧交通管理系統（STMS）是一套嶄新的綜合交通管理方案，率先於全港最繁忙地區之一 - 觀塘商業區（Kwun Tong Business Area，KTBA）進行試點，為日後在全港推出奠定基礎。

STMS旨在協助觀塘警區和運輸署提升交通管理效能，當中包含三個主要子系統：數據採集系統、交通分析系統，以及監控與通知系統，每個子系統均融入顯著的技術發展。

1. 數據採集系統：此子系統整合監控鏡頭、人工智能（AI）交通探測器以及智慧燈柱等數據，實時提供交通流量、車輛速度、路邊停車和交通事故等資訊。

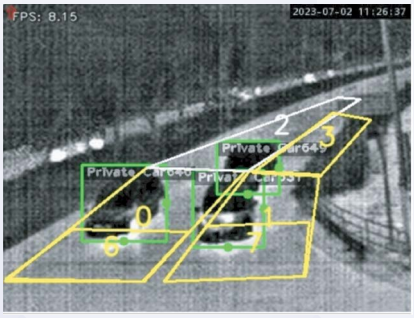
2. 交通分析系統：利用微觀交通仿真模型、優化算法、人工智能和機器學習等工具，STMS實時處理四個主要交通問題：交通管理、交通事故、交通預測和交通燈號控制。系統為警務人員和運輸署提供可行建議，以支援決策及後續行動。

3. 監控與通知系統：此子系統為觀塘警區和運輸署提供一個全面的用戶介面，用於監察交通狀況，接收通知及經系統計算而得出的建議，協助操作人員即時制定應對措施，處理被識別的交通問題。



針對觀塘嚴重的交通擠塞問題，此綜合平台整合交通管理及信號控制，有效緩解交通瓶頸。此全面且適應性強的實時交通管理系統具備在其他地區或區域部署的巨大潛力。

Smart Mobility (Smart Transport) Certificate of Merit
智慧出行 (智慧交通) 優異證書



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(www.td.gov.hk / www.lscm.hk / www.qtc-traffic.com / www.hkust.edu.hk)

Area-wide Real-time Adaptive Traffic Signals System in Tung Chung

The Real-time Adaptive Traffic Signal System (RTATSS) in Tung Chung is one of the smart mobility initiatives in the Hong Kong Smart City Blueprint. Through installing sensors at junctions, it analyses real-time traffic and pedestrian data and optimises signal timings dynamically, thereby reducing vehicular and pedestrian delays.

The system features several key state-of-the-art components. Artificial Intelligence for computer vision enables vehicle detection / classification, pedestrian detection, queue length detection, and delay estimation, using optical and thermal sensors.

A novel bi-level control system empowers controls at different levels. A Local Data Processor (LDP) manages individual junction, handling instant and varying vehicle / pedestrian demands, while a Central Control Processor (CCP) takes care of overall traffic conditions, recommends signal cycles / offsets amongst junctions so as to achieve area-wide optimisation of signal timings.

The RTATSS integrates seamlessly with the existing Area Traffic Control (ATC) systems, which facilitates Transport Department's effective monitoring and control of the concerned signalised junctions. In addition, the open third-party application programming interface (API) platform, allows academics and industries to try out specific algorithms such as advanced machine learning and traffic micro-simulations for enhancement of performance, which supports collaboration of research and development amongst stakeholders.

Comments from Judging Panel
評審委員會評語

This open signal control platform enables advanced traffic management through simulation modelling, offering flexible control to adapt to the dynamic needs of vehicles and pedestrians. By responding instantly to traffic conditions, promoting smoother movement across the city.

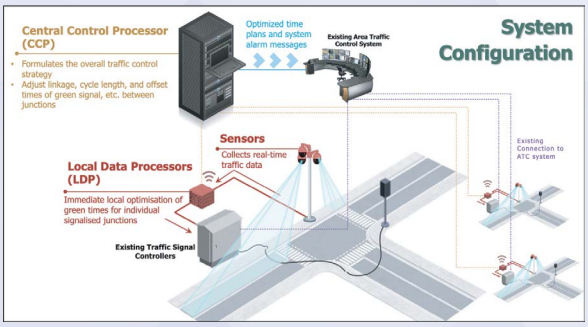
東涌區域實時交通燈號調節系統

東涌區域實時交通燈號調節系統（RTATSS）是香港智慧城市藍圖中其中一項的智慧出行措施。此系統透過加設在路口的感應器分析實時交通和行人數據，並動態優化交通燈號時間，以減少車輛及行人的延誤。

系統具備多項先進的元素，包括運用了光學和熱感感應器，利用人工智能檢測車輛、車輛類型、行人、車龍長度以及估算車輛延誤。

系統在設計上使用了一種創新的雙層控制概念，下層本地數據處理器（LDP）管理個別路口，即時及靈活地處理個別路口的車輛和行人需求，而上層的中央控制處理器（CCP）連接多個路口，因應整體交通情況而聯動式調節多個路口的燈號週期/相位差，以優化整個區域的燈號時間。

RTATSS與現有的區域交通控制（ATC）系統無縫連接，方便運輸署有效監控和管理有關燈控路口。此外，系統包含一個開放的第三方應用程式介面（API）平台，允許學者和業界測試不同的控制算法，例如使用先進機器學習和交通模擬仿真等方法，以進一步提升系統效能，並促進各持份者共同科研發展。



此開放式信號控制平台通過模擬建模實現先進的交通管理，提供靈活的控制以適應車輛及行人的動態需求。系統即時回應交通狀況，促進城市交通更順暢流動。

Introduction of Leading Organiser
籌辦機構簡介

About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity, facilitate commerce connectivity and enable sustainable value chain through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organisations, government, and technology providers, we can foster a collaborative ecosystem, paving the way for "Smarter Business, Better Life".

As a non-profit organisation, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

Website: www.gs1hk.org

關於香港貨品編碼協會

香港貨品編碼協會 (GS1 HK) 於1989年由香港總商會成立，是GS1®環球組織的香港分會，提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務，助企業數碼化，提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易及推動可持續價值鏈。

GS1 HK 目前有近8,000名企業會員，涵蓋約20種行業，包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態，實踐「智能商貿，優質生活」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織，總部位於比利時的首都布魯塞爾，擁有超過115個分會，遍及全球150個國家。

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Enquiries 查詢

Tel 電話: 2861 2819
Fax 傳真: 2861 2423
Email 電郵: info@gs1hk.org
Website 網址: www.gs1hk.org

Acknowledgement 鳴謝

Smart Mobility Award Judging Panel 智慧出行獎評審委員會

Chairman 主席

Hon Duncan CHIU 邱達根議員
Legislative Council of
The Hong Kong Special Administrative Region of the People's Republic of China
中華人民共和國香港特別行政區立法會

Deputy Chairman 副主席

Dr Toa CHARM 湛家揚博士
The Chinese University of Hong Kong
香港中文大學

Members 會員

Ms Lily LAI 黎秀琼女士
Airport Authority Hong Kong
香港機場管理局

Prof Ir Eric CHAN 陳思源教授，工程師
Hong Kong Cyberport Management Company Ltd
香港數碼港管理有限公司

Ir Elsa YUEN 袁美儀工程師
Hong Kong Logistics Association
香港物流協會

Mr Louis MAH 馬慶和先生
Maxim's Group
美心集團

Ir Susanna S C SHEN, MH 孫淑貞工程師，MH
MTR Corporation
香港鐵路有限公司

Ir Charles SO 蘇洪德工程師
Smart City Consortium
智慧城市聯盟

Mr King Fung CHAN 陳勁峰先生
Digital Policy Office
The Government of the Hong Kong Special Administrative Region
香港特別行政區政府數字政策辦公室

Ms Wendy CHOW 周寶芬女士
Invest Hong Kong
The Government of the Hong Kong Special Administrative Region
香港特別行政區政府投資推廣署

Acknowledgement 鳴謝

Smart Mobility Award Assessors Panel 智慧出行獎審核委員會

Smart Transport 智慧交通

Chief Assessor 首席審核員

Mr Sunny HO, MH, JP 何立基先生，MH，JP
The Hong Kong Shippers' Council 香港付貨人委員會

Assessor 審核員

Prof Ir KF TSANG 曾劍鋒教授，工程師
Geospatial Lab 地理空間實驗室

Dr Frederick YIP 葉揚輝博士
Goldjoy Travel Ltd 金怡假期

Dr Ir John HUI 許仁強博士，工程師
Hong Kong Institute of Information Technology 香港資訊科技學院

Dr Lawrence CHEUNG 張梓昌博士
Hong Kong Productivity Council 香港生產力促進局

Dr Alex CHAN 陳秉友博士
Hong Kong Transport and Logistics Association 香港航運物流協會

Dr CH CHENG 鄭進雄博士
Logistics and Supply Chain MultiTech R&D Centre 物流及供應鏈多元技術研發中心

Mr Andrew LING 凌子良先生
SAP Hong Kong Limited

Mr Ken CHUNG 鍾鴻興先生
The Chamber of Hong Kong Logistics Industry 香港物流商會

Dr Ir David HO, JP 何志盛博士，工程師，JP
The Chartered Institute of Logistics and Transport 香港運輸物流學會

Dr Andrew IP 葉偉雄博士
The Hong Kong Polytechnic University 香港理工大學

Dr Ray Y ZHONG 鍾潤陽博士
The University of Hong Kong 香港大學

Smart Logistics 智慧物流

Chief Assessor 首席審核員

Mr Sunny HO, MH, JP 何立基先生，MH，JP
The Hong Kong Shippers' Council 香港付貨人委員會

Assessor 審核員

Mr Vincent KWOK 郭榮忠先生
Hewlett Packard Enterprise 惠普企業

Dr Ir John HUI 許仁強博士，工程師
Hong Kong Institute of Information Technology 香港資訊科技學院

Mr Bradford LEE 李家邦先生
Hong Kong Trade Development Council 香港貿易發展局

Dr Alex CHAN 陳秉友博士
Hong Kong Transport and Logistics Association 香港航運物流協會

Mr Wilson LEE 李寶臨先生
Hyatt Regency 香港沙田凱悅酒店

Mr Jeffrey AU 區贊年先生
Incu-Lab

Mr Ken CHUNG 鍾鴻興先生
The Chamber of Hong Kong Logistics Industry 香港物流商會

Dr Ir David HO, JP 何志盛博士，工程師，JP
The Chartered Institute of Logistics and Transport 香港運輸物流學會

Prof Ke Li WU 吳克利教授
The Chinese University of Hong Kong 香港中文大學

Dr Ray Y ZHONG 鍾潤陽博士
The University of Hong Kong 香港大學

Smart Tourism 智慧旅遊

Chief Assessor 首席審核員

Mr Sunny HO, MH, JP 何立基先生，MH，JP
The Hong Kong Shippers' Council 香港付貨人委員會

Assessor 審核員

Prof Ir KF TSANG 曾劍鋒教授，工程師
Geospatial Lab 地理空間實驗室

Dr Frederick YIP 葉揚輝博士
Goldjoy Travel Ltd 金怡假期

Ms Jessica LEUNG 梁雅恩女士
Hewlett Packard Enterprise 惠普企業

Mr Joseph YUEN 袁念祖先生
Hong Kong Federation of E-Commerce 香港電商聯會

Mr Winston YEUNG 楊振年先生
Hong Kong Federation of Restaurants & Related Trades Limited 香港餐飲聯業協會

Mr Martin LIU 廖永超先生
Hong Kong Science and Technology Parks Corporation 香港科技園公司

Prof Lianne LAM 林奇慧教授
Hong Kong Sustainability Society 維持香港持續發展協會

Ms Ping WONG 王嘉屏女士
Hong Kong Wireless Technology Industry Association 香港無線科技商會

Mr Wilson LEE 李寶臨先生
Hyatt Regency 香港沙田凱悅酒店

Mr Maurice KONG 江志恒先生
Institution of Dining Professionals 稻苗飲食專業學會

Mr Joe YAU 邱桂雄先生
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Dr Ir David HO, JP 何志盛博士，工程師，JP
The Chartered Institute of Logistics and Transport 香港運輸物流學會

Prof Ke Li WU 吳克利教授
The Chinese University of Hong Kong 香港中文大學

Prof Jack CHENG 鄭展鵬博士
The Hong Kong University of Science and Technology 香港科技大學

Ms Fanny YEUNG 楊淑芬女士
Travel Industry Council of Hong Kong 香港旅遊業議會

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