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Best Smart Hong Kong Award
最佳智慧香港獎

)))) Background and Objective
背景及目的

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

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised 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 Hong Kong ICT Awards 2016. 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.

Best Smart Hong Kong Award is established with the following purposes:

1. **Fuelling technology innovation**: To encourage the development and adoption of advance ICT technologies, innovative use of Internet of Things technologies, Big Data Analytics and Public Sector Information to uplift business operation efficiency, industry competitiveness, service qualities, and to create a convenient environment for smarter business and better life.

2. **Building platform of expertise exchange**: The awards program will serve as a sustainable platform to facilitate the community to have a dynamic and transparent exchange of creativity and expertise with renowned ICT professionals. The platform will create a pool of pioneering innovations with great potential commercial values.

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政府資訊科技總監辦公室策動，並由香港業界組織及專業團體主辦，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。

2016香港資訊及通訊科技獎設有八個類別的獎項。每個類別均設有一個大獎，而最終評審委員會再從所有大獎中甄選出「全年大獎」。

設立香港資訊及通訊科技獎：最佳智慧香港獎的目的：

1. **推動創新科技**：鼓勵開發和應用先進的資訊及通訊科技和創新，使用物聯網技術、大數據分析和公共資料、，以提升企業運營效率、服務質量、行業整體競爭力、社區的便利，從而創建智能商貿與更優質的生活。

2. **構建專業知識交流平台**：獎項計劃將作為一個可持續發展的平台，讓相關社群能與知名的資訊及通訊科技業專才作創意和專業知識的互動交流。這平台將創建一個具巨大潛在商業價值的創新科技社群。

Message from Organiser
籌辦組織獻辭

Ms. Anna Lin, JP
Chief Executive, GS1 Hong Kong

林潔貽太平紳士
香港貨品編碼協會 總裁

Organised for the second year, the "2016 Hong Kong ICT Awards: Best Smart Hong Kong Award" has continued to gain momentum with the enthusiastic participation from the brilliant ICT talents. With an aim to foster technology innovations and applications, the Award serves as a foremost vehicle in encouraging the development and innovative use of Internet of Things, Big Data and Public Sector Information applications through harnessing the power of technologies.

GS1 Hong Kong, as the leading organisation of the Award, has been fuelled with the mission of promoting technology innovations and broadening the adoption of smart applications to sharpen the competitive edge of local enterprises and improve the quality of life of Hong Kong citizens. We are glad to see the number of nominations is significantly higher than that of last year and many of the entries are of top quality. We are also impressed by the truly innovative, inspiring and exceptional works from a diversity of industries and sectors that push the innovation boundaries to the next level.

Congratulations to all Awardees for receiving the recognition for their hard-earned success and eminent achievements. Their winning applications have brought forth new ideas and thoughts that make significant strides in bringing the vision of developing Hong Kong as a vibrant and smart city to reality.

On behalf of GS1 Hong Kong, I would also like to extend our heartfelt gratitude especially to the Office of the Government Chief Information Officer steering this meaningful Award, strategic partner, organising committee members, all assessors and judges, sponsors as well as supporting organisations. With their staunch support and dedication, the Award has achieved remarkable success this year. We look forward to seeing more exceptionally high standard entries in 2017!

全賴資訊及通訊科技的優秀人才積極參與，第二屆「香港資訊及通訊科技獎：最佳智慧香港獎」於2016年得以繼續百花齊放。本獎項旨在促進科技創新及應用，領頭鼓勵各界善用科技的力量，發展物聯網、大數據及公共資料應用程式，推動科技創新及應用。

作為主辦機構，香港貨品編碼協會一直致力推動科技創新，擴闊智能應用程式的使用領域，以提升本地企業的競爭力，改善香港市民的生活質素。我們喜見今屆的獎項提名比上屆顯著增加，不少個案的質素更是非常優秀。多個行業及界別都展現出創新能力，呈獻創新、具啟發性的卓越項目，令科技創新的境界更上一層樓。

恭喜所有的得獎者，他們努力不懈，創造佳績，其傑出成就實在值得嘉許。得獎作品啟發了嶄新的意念及思維，帶領香港邁步向前，建立更有魄力的香港，並實現智慧城市的願景。

本人謹代表香港貨品編碼協會，衷心感謝政府資訊科技辦公室督導此意義重大的獎項計劃，並向策略合作夥伴、各籌備委員會成員、審核委員、評審委員、贊助商及支持機構致以誠摯謝意。有賴各位的忠實支持及貢獻，本年度的「最佳智慧香港獎」成績斐然。期望2017年再創高峰！

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

Mr. Allen Ma

CEO, Hong Kong Science and Technology Parks Corporation

馬錦星先生

香港科技園公司 行政總裁

In this digital age when everything goes online, the role of ICT has never been more vital in redefining the way we live and conduct business --- with such exciting technologies as IoT, cloud computing and big data analytics, we stay connected with friends, families and business partners anytime, anywhere; we enjoy unmatched convenience brought by smart solutions like home automation and connected transportation system; we harvest from the vast sea of data for business insights. The leap forward in ICT has opened up for us a new world of possibilities and opportunities.

In this connection, the Best Smart Hong Kong Award has emerged as a significant recognition in the industry that pays tribute to outstanding enterprises who are committed to building a smart Hong Kong with innovation and passion. This year, I am glad to see again the remarkable achievements as demonstrated by the participating companies. From health-monitoring wearable device, to intelligent alert system for public transportation and business solution that analyses consumer behaviour, each invention is a vivid reflection of strong R&D competency of local talents.

At HKSTP, we share the same dedication in promoting innovation that drives Hong Kong towards a smarter and more livable city. Through our "3C" strategy of "Connect", "Collaborate" and "Catalyse", we are devoted to building a vibrant ecosystem that empowers enterprises to turn creativity into marketable products and solutions which in turn will bring about both social and economic benefits to our society. I am confident that with concerted efforts, we will further accelerate the development of ICT in Hong Kong, connecting everyone to a smarter and brighter future.

Finally, I would like to once again congratulate all the winners and express my most sincere gratitude to all the panel judges for their support and dedication in making this event a successful one.

我們身處數碼年代，日常生活與網絡和數據密不可分，資訊及通訊科技肩負的角色亦變得更為重要，為我們的生活模式及營商方向重新定義 --- 物聯網、雲端運算、大數據分析等令人興奮期待的創新科技，讓我們與親友及業務夥伴時刻聯繫、溝通無間；智能家居、交通聯網等智慧方案，為我們帶來前所未有的便利；嶄新的分析技術，助我們從浩瀚的海量數據中，整合營商要門及策略。由此可見，日新月異的資訊及通訊科技，為我們開啓全新國度，帶來無限可能及發展機遇。

隨著相關技術不斷發展，「最佳智慧香港獎」已成為業界其中一項重要殊榮，旨在表揚社會上滿腔創意熱誠、致力為大眾建設「智慧香港」的優秀企業。環顧本年度各參賽企業，他們於不同範疇均表現出色，讓我感到十分欣喜。這些科技應用，不論是監測健康的穿戴式裝置，還是公共交通工具的智能通報系統，又或是分析消費者行為的商業應用方案，每一項創新發明，均充分展現出本地科研人員的優秀實力。

緊貼時代步伐，香港科技園公司亦致力透過創新科技，推動香港發展為更智慧、便利和宜居的城市。我們秉持「3C」策略 ---- 連繫 (Connect)、協作 (Collaborate) 和促進(Catalyse)，著力營造富有活力的創新科技生態圈，協助有志之士將創意轉化為產品及方案，推出市場，為社會及經濟帶來效益。我深信，憑藉各方的共同努力，我們能夠繼續加快並提升本地資訊及通訊科技的發展，攜手建設更美好的未來。

最後，再次祝賀各得獎公司，並衷心感謝各評審的支持，讓是次活動得以圓滿舉行。

Best Smart Hong Kong Award Judging Panel
最佳智慧香港獎評審委員會

Chairman 主席

Mr. Allen MA
CEO, Hong Kong Science and Technology Parks Corporation
馬錦星先生
香港科技園公司 行政總裁

Deputy Chairperson 副主席

Ir Susanna S C SHEN
Head of Corporate Information Technology, The Hong Kong and China Town Gas Ltd.
孫淑貞工程師
香港中華煤氣有限公司 企業資訊科技總監

Members 成員

Mr. Joe LOCANDRO
Director, Information Technology, Cathay Pacific Airways Ltd.
羅建昊先生
國泰航空有限公司 訊息科技董事

Mr. Theodore MA
Co-founder of CoCoon & Managing Director, CoCoon
馬衡先生
浩觀 共同創辦人及常務董事

Dr. Hubert CHAN, JP
Honorary Advisor, Communications Association Hong Kong
陳重義博士太平紳士
香港通訊業聯會 榮譽顧問

Ms. AU Kit-ying Brenda
Head of Energizing Kowloon East Office, HKSAR Government
區潔英女士
香港特別行政區政府 發展局起動九龍東專員

Ir Stephen K M LAU, JP
Secretary General (Honorary), Hong Kong Computer Society
劉嘉敏工程師太平紳士
香港電腦學會 秘書長（名譽）

Ms. Wendy CHOW
Head, Information & Communications Technology, Invest Hong Kong, HKSAR Government
周寶芬女士
香港特別行政區政府 香港投資推廣署資訊及通訊科技主管

Message from Chairperson of Organising Committee
籌備委員會主席獻辭

Ms. Barbara Chiu
Vice President (Technology), Hong Kong Internet of Things Industry Advisory Council
Managing Director, Cisco Hong Kong and Macau

招卓敏女士
香港物聯網產業諮詢委員會 副總裁（科技）
思科香港及澳門區 董事總經理

Established in 2015, the "Hong Kong ICT Awards 2016: Best Smart Hong Kong Award" has two objectives. First, it aims to encourage the development and adoption of advanced ICT technologies and the innovative use of Public Sector Information, Internet of Things (IoT) technologies and the Big Data Analytics, to uplift business operation efficiency, service qualities, and overall industry competitiveness, and to enhance the convenience for the community which contributes to the Smarter Hong Kong initiatives. It also serves as a sustainable platform to facilitate the community to have a dynamic and transparent exchange of creativity and expertise with renowned ICT professionals, hence creating a pool of pioneering innovations with great potential commercial values.

I am honoured to be the chairperson of this highly respected award organising committee again this year, and to work closely with the committee members, judges and assessors who have given their valuable time and made tremendous contributions to this Award. The Award programme would not be a success without their efforts.

It is exciting to see many exceptional capabilities of our local enterprises and talents who have contributed to the Hong Kong smart city vision, which has been one of the top initiatives under the newly-established Innovation and Technology Bureau's agenda. I would like to offer my heartfelt congratulations to all of the winners and I look forward to the realisation of these great ideas towards a smarter Hong Kong, better quality of life of citizens, and more business opportunities for the great good of all.

「2016香港資訊及通訊科技獎：最佳智慧香港獎」於2015年開設，目的有兩個。第一，它旨在鼓勵開發和應用先進的資訊及通訊科技和創新，透過使用公共資料、物聯網技術和大數據分析，提升企業營運效率、服務質素、行業整體競爭力，以及社區的便利，從而對倡議智慧香港作出貢獻。第二，它亦是一個可持續發展的平台，讓相關社群能與知名的資訊及通訊科技業專才作創意和專業知識的互動交流，從而創建一個開拓具巨大潛在商業價值的創新科技社群。

這個獎項備受本港資訊及通訊科技業的認同。本人再次成為今年獎項的籌委會主席，並能跟多位籌委會成員以及評審委員攜手合作，感到十分榮幸。全賴他們為是次獎項投入寶貴時間及貢獻，令是次獎項得以成功。

發展智慧城市乃香港最新成立的創新及科技局重點方向之一，我們十分鼓舞能夠見證多個本港優秀企業及人才，為此願景貢獻不少。我謹此衷心祝賀各位獲獎得主，並期待看到他們的成果得以實現，一同邁向一個更智慧的香港、為市民帶來更高質素的生活，以及創造更多商機，造福人群。

Best Smart Hong Kong Grand Award
Best Smart Hong Kong
(Internet of Things Application) Gold Award

最佳智慧香港大獎
及最佳智慧香港 (物聯網應用) 金獎

Well Being Digital Ltd. 衛保數碼有限公司
Dynamic Real Time Heart Rate Measurement Technology Using PPG (ActivHearts™)
利用光學的實時動態心率檢測技術
www.wbd101.com
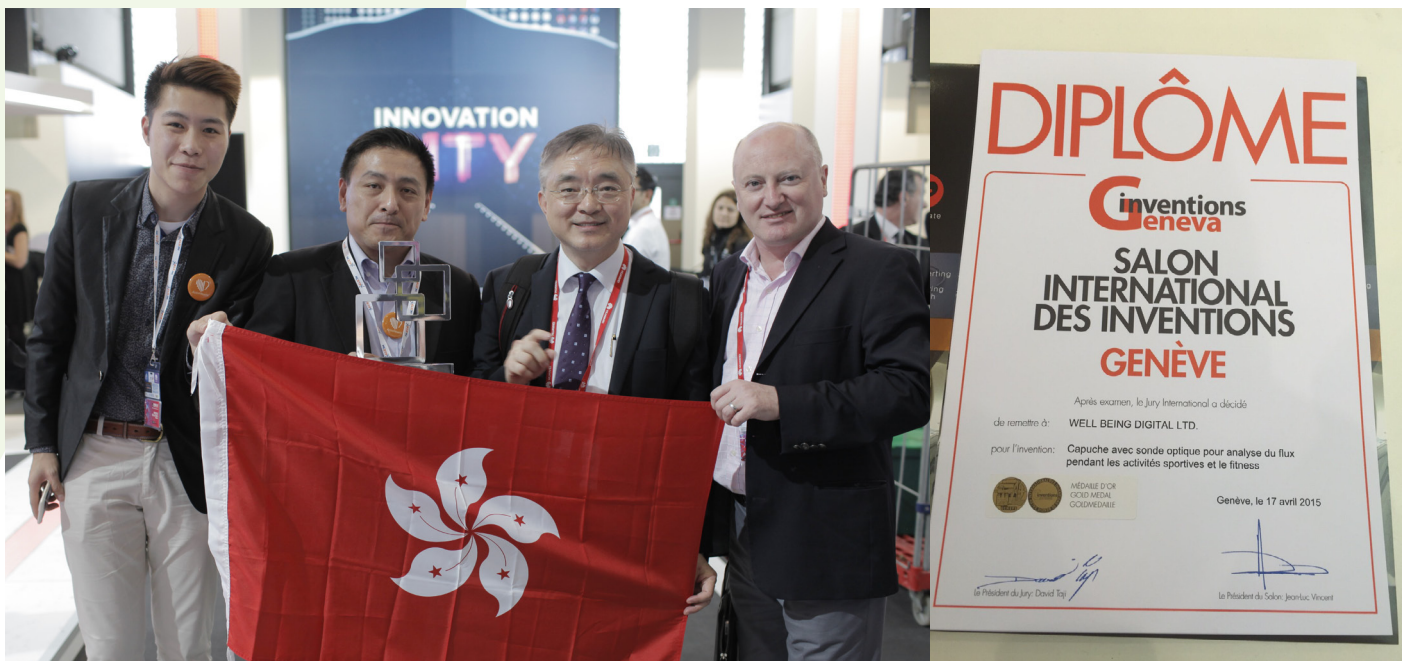
WBD101 has extremely precise heart rate measurement technology (ActivHearts™) using Photoplethysmography (PPG) that can be applied to earphones and wrist watches, the R&D focuses on ensuring that accurate Heart Rate (bpm) can be obtained dynamically under motion and in a continuous real-time manner by using strong algorithm that removes motion artifact, with the final information sent to smartphone via Bluetooth Smart. The design results in probably the world's smallest Earbud design that delivers your heart rate data via BT Smart that is compatible to all third parties APP. The company has more than 30 patents and multiple brand name customers.

WBD101具有極為準確的動態心率測量技術（Activ-Hearts™），它使用Photoplethysmography (PPG)，可以應用在耳機和手錶上。研發重點放在提供高度精確的心跳算法，使到可穿戴和可聽式產品能夠更好的發揮他們輔助用戶達到適度運動的目的。研發出來的動態心率耳塞式設計可能是世界上最小，可以通過 BT Smart 傳送並且兼容所有的第三方應用程式。該公司亦擁有超過30項專利，而客戶來自多個著名品牌。

Comments from Judging Panel
評審委員會評語

The proven heart rate technology has great potential for wider applications on mobile health monitoring and the wearable device is well-designed with multi-sensors. The company has over 30 patents with the main business coming from OEM. It also put Hong Kong's flag in the Mobile World Congress in Barcelona recently by winning the award.

獲認可的心率測量技術具有很大的潛力，可於健康監測方面廣泛應用。該可穿戴設備利用全方位多角度性感應器動態心率算法，而產品的設計亦非常優良。該公司共有超過30項專利，其主要業務來源為原始設備製造商。近期，此項目亦在巴塞隆納舉行的世界行動通訊大會中贏得獎項，成功將香港的技術帶到海外。

Best Smart Hong Kong
(Internet of Things Application) Sliver Award

最佳智慧香港 (物聯網應用) 銀獎

The Kowloon Motor Bus Company (1933) Ltd. 九龍巴士（一九三三）有限公司／
Mobilesoft Technology (HK) Ltd. 流動軟件科技 (香港)有限公司
KMB Estimated Time of Arrival System – A Smarter Way to Travel in Hong Kong
九巴預計到站時間系統 - 乘車更聰明便利
www.kmb.hk / www.mobilesoft.com.hk

KMB Estimated Time of Arrival System is an Internet of Things (IoT) Application by utilising the data acquired from the telematics on the buses.

KMB Estimated Time of Arrival (ETA) System provides real-time next bus information on different platforms. Passengers and Hong Kong citizens can now get connected to the KMB and LWB next bus arrival time from the Mobile App, Mobile Passenger Information Display System (mPIDS) at Bus Shelters, and Website, thus have a smarter way to travel by buses.

KMB ETA System does not only benefit the passengers, but also helps streamline the business through fleet management, and brings in new business models. By adopting IoT technologies, KMB ETA System improves the experience of passengers and citizens on taking buses. This useful data contributes to the development of Smart Hong Kong.

九巴預計到站時間系統是應用最新的物聯網科技，在巴士上安裝多項Telematics感應器而獲得各種數據，經過即時分析而取得預計到站時間，從而建立一套巴士到站預報系統。

此系統透過手機應用程式、巴士站乘客資訊顯示系統以及官方網站提供資訊，連繫所有乘客及香港市民，讓大家在不同平台上皆可即時獲得九巴與龍運巴士的抵站時間，從此乘客可以更精明地乘搭巴士。

此系統不單便利乘客，同時也為公司提升車務管理效率，並引入新的商業模式。透過物聯網科技應用，九巴提供的預計到站時間系統有助塑造香港成為一個智能城市。

Comments from Judging Panel
評審委員會評語

The system provides updated next bus information through different easy-to-access platforms. With such a high mobile penetration rate in Hong Kong, this feature can bring benefit for all passengers in terms of time saving. The system also assists the company to improve its fleet management in order to uplift the service quality. It has good potential for developing a multi-modal trip planner application if the data could be opened up.

本系統成功透過多個方便使用的平台提供最新的巴士到站資訊。香港的流動設備滲透率極高，系統能惠及廣大乘客，為他們節省時間。系統同時協助巴士公司改善車隊管理水平，使服務質素得以提升。如果當中數據可以開放使用，系統有潛質發展成為一個多模式的路程計劃程式。

Best Smart Hong Kong
(Internet of Things Application) Bronze Award

最佳智慧香港 (物聯網應用) 銅獎

Tronico Technology Company Ltd. 創力高科技有限公司
DIY Wireless Smart Home System
DIY 無線智能家居產品系統
www.tronico.com.hk

Tronico Technology launched the DIY wireless smart home system which is user-orientated and low cost. Users do not need to pay high engineering works for wiring and system setup in order to experience the real smart home applications. The system uses international wireless protocol – Z-wave, and it is interoperable with different devices to achieve lighting control, home security, air-con control, scene control, power monitoring and real-time surveillance. The company has already successfully applied the system for Smart Classroom, Elder Care and Energy Management for factories, etc.

In 2015, the company cooperated with Yuen Long Catholic Secondary School (YLCSS) to build the first Smart Classroom. This provides a good platform for teachers and students to understand and experience the benefits and conveniences generated by the system. The company also provides elder care system to rest home and power monitoring system for factories and shops in Mainland China.

創力高的DIY無線智能家居系統著重於用戶體驗，免除傳統棘手的接線安裝及高昂的工程費用，在不需大費周章的情況下把智能家居的概念產品化，以經濟的價錢體驗真正的智能生活。利用國際認可的Z-WAVE無線通信技術，系統能令無線智能產品互聯互通，只需配合手機程式，便可使用如燈光控制、空調控制、家居安防、一鍵場景、能源監控及實時監察等應用。

於2015年，該公司成功為元朗天主教中學打造香港首間智能課室，透過此無線智能系統，老師及學生能體驗系統在教育層面帶來的效益及便捷。同時，該公司亦為國內老人院提供智慧護老系統，並為各工廠及店鋪提供無線能源監控系統。

Comments from Judging Panel
評審委員會評語

The system demonstrates great potential in expanding its usage. It is an innovative network gateway which provides comprehensive functions to make the smart home concept a reality. Its high interoperability allows the system to work on different devices, and with this feature, users can easily apply the application with low cost.

該系統極有潛質應用於更廣泛的層面。這是一個創新的網絡中介軟件，它的功能全面，能令智能家居的概念得以成真。高互通性亦確保該系統能在不同設備上運作，方便用家以低成本使用此應用。

Best Smart Hong Kong (Big Data Application) Gold Award
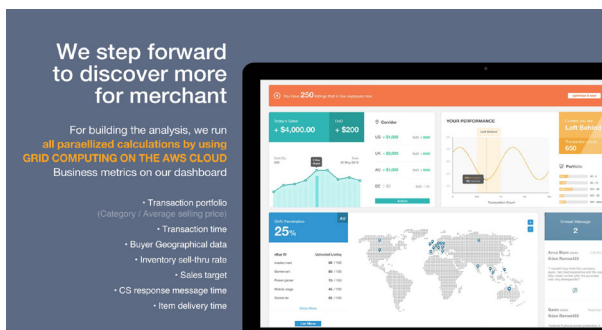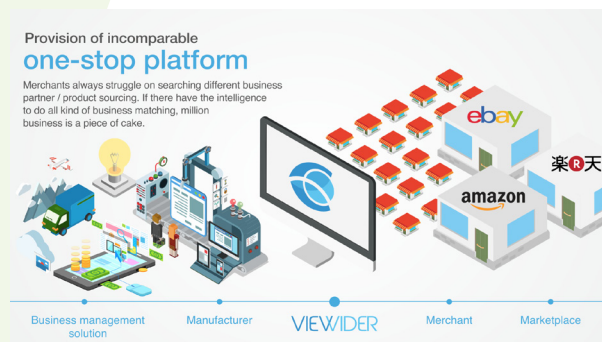
最佳智慧香港（大數據應用）金獎

Viewider Ltd.
Viewider Big Data E-commerce Solution
Viewider 電商大數據問題應用方案
www.viewider.com

Pricing is the most difficult part for all e-commerce merchants. Viewider built a mechanism that collects and analyses global e-commerce marketplace items and transactions data to design the best fit pricing model on each SKU for every merchant. Currently, there are 470,000 listings enrolled price optimiser and converted over US $800,000 sales after 4-month of adoption. Price optimiser also includes machine-learning mechanism which aims at improving its conversion rate. On top of it, Viewider is establishing an e-commerce standard that allows merchants to have better understanding of the e-commerce environment.

Provision of incomparable one-stop platform

Merchants always struggle on searching different business partner / product sourcing. If there have the intelligence to do all kind of business matching, million business is a piece of cake.

Business management solution   Manufacturer   VIEWIDER   Merchant   Marketplace

We step forward to discover more for merchant

For building the analysis, we run all paraellized calculations by using GRID COMPUTING ON THE AWS CLOUD Business metrics on our dashboard

- Transaction portfolio (Category / Average selling price)
- Transaction time
- Buyer Geographical data
- Inventory sell-thru rate
- Sales target
- CS response message time
- Item delivery time

訂價一直讓很多電子商貿商家苦惱，既有大量商品要管理，並要進行市場調查，觀察對手表現，要求商家每天調整商品的售價，既不現實又沒效率。Viewider電商大數據解決方法針對此弱點，設計出業務管理機械人，協助商家收集，分析各大電子商貿平台數據，為每件商品廣告設計出最適合訂價規則。現時約有47萬條商品廣告在使用該業務管理機械人，並已在4個月內協助超過100位商家轉成美金80萬生意額。此外，業務管理機械人具備系統式學習功能，會學習成功轉化為銷售的規則，並加以改善其轉化率。為進一步加深商家對自身業務的認識及行業定位，Viewider更正在制定電商行業標準指數，讓商家能自我優化其業務發展。

Comments from Judging Panel
評審委員會評語

Viewider is an innovative and smart business model which provides benefit to all online retailers with price optimisation. It also has great market potential as e-commerce is gaining its popularity and online retailers could leverage this solution to enhance the product price setting strategy and improve their competitiveness.

Viewider是創新的智能商業模式，協助所有網上零售商為貨品訂立適合的價格。隨著電子商貿越來越普及，Viewider擁有極大市場潛力，網上零售商可利用此解決方案改善貨品訂價策略，從而提升自身競爭力。

Best Smart Hong Kong (Big Data Application) Sliver Award

最佳智慧香港 (大數據應用) 銀獎

Cluster Technology Ltd. 聯科集團 (中國) 有限公司
ClusterTechPRISMA
聯科顧客洞察分析系統
www.clustertech.com

ClusterTechPRISMA, which is built on ClusterTech industry-leading text mining engine, enables companies and organisations to effectively and efficiently analyse the opinions or comments of customers in free text from multiple sources, including survey, social media, e-commerce platforms and online forums. The functionalities of the system include entity extraction, topic identification & categorisation, sentiment analysis and new word discovery, which facilitate companies to understand and monitor customer feedback in a comprehensive, objective and in-depth way.

At the core of the system is a text mining engine. The engine tokenises free text (in Traditional and Simplified Chinese, English and a mix of Chinese and English), removes stop words, identifies key words and phrases, classifies the free text into pre-defined categories through model training, and determines sentiments. Furthermore, the engine provides automatic spelling correction function. Even if the text contains typos and misspellings, it can also be identified and mapped to the correct words. ClusterTechPRISMA is a revolutionary tool for retail, telecommunications, hotels and restaurants, marketing research consultancy companies, and public services organisations to listen to, understand and analyse the voice of customers, and it has been recognised and applied by several famous enterprises.

聯科顧客洞察分析系統協助香港本土企業通過文本挖掘的技術，有效分析客戶的自由文本意見，包括問卷、社交網絡留言、電子商務平台留言等，並有助企業及時、全面、深入、準確和客觀地了解消費者的心聲，以及自動化監測顧客意見，實現的功能包括內容識別、屬性挖掘、情感分析、自動分類等。

系統運用行內領先的文字挖掘技術，打破中文分析的難關。系統支持英文、中文簡體、中文繁體及三者的混合文字，並能夠準確進行分詞，清理無意義詞語，重點監測客戶意見中涉及的地名、人名、日期、重點事件和情緒等。此外，系統亦提供自動拼寫校正功能，即使有錯別字和錯誤拼寫，也能自動識別，並配以正確詞條。目前，聯科顧客洞察分析系統已獲得多間著名企業的認可和採用，從此革命性地改寫零售、電訊、酒店及餐飲、顧客調研顧問、公共服務機構等領域的顧客洞察聆聽方式。

Comments from Judging Panel
評審委員會評語

The text mining technology using in this system is very impressive, especially it supports both English and Chinese characters. This text mining engine also shows great market potential to drive smart retail as it can be served as a useful tool for brand owners to analyse customers' opinions and feedbacks collected from various sources. With the text analysis, brand owners can conduct further evaluation and respond to the market efficiently.

本系統採用的文本挖掘科技十分出色，能同時支援中英文字更特別令人讚嘆。此項文本挖掘技術極富推動智能零售業發展的市場潛力，有助品牌商分析從多個來源收集得來的客戶意見及反饋。掌握文本分析技術後，品牌商可以更深入分析，並且更迅速地回應市場。

Best Smart Hong Kong
(Big Data Application) Bronze Award

最佳智慧香港 (大數據應用) 銅獎

Hututa Technologies Ltd. 湖圖塔科技有限公司
Data Thinker: Ultra-fast Big Data Technology
Data Thinker: 高速大數據技術
www.hututa.com

Data Thinker (D-thinker) is a general-purpose, high-performance and easy-to-use big data processing technology. It enables users to reliably store TBs and PBs of data, and conduct searching, mining, learning and business intelligence computing using inexpensive commodity clusters. Its performance is 10-100 times higher than Hadoop's and 1.6-5 times higher than Spark's. D-thinker, which is the only technology in China that is independently developed without relying on open source software, has been successfully applied in the field of web log analysis, genetic data processing, etc.

Data Thinker (D-thinker) 是通用、高效能及易使用的大數據處理技術，為用戶提供對GB-PB量級資料的存儲、搜索、挖掘、學習及商業智慧處理的能力，其性能比Hadoop高10-100倍，亦比Spark高1.6至5倍。該技術已經成功應用於網路日誌分析、基因資料處理等領域，也是國內唯一不依賴開源軟體，而完全自主開發的大數據技術。
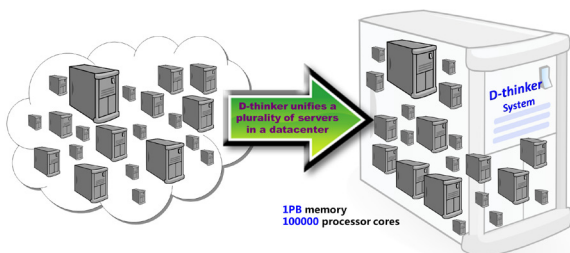
Data Thinker unifies the resources in a cluster to form a high-performance and general-purpose big data computing system.
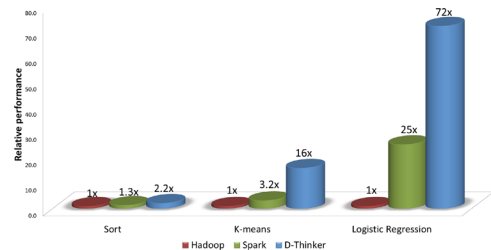
Data Thinker's performance is many times higher than performances of Hadoop and Spark which are popular big data systems nowadays.

Comments from Judging Panel
評審委員會評語

The system adopts an impressive and breakthrough technology in terms of speed and the processing power is the fastest in the market. It provides flexible adoption to the existing hardware systems and is scalable from a single computer to a server farm.

該系統採用了速度驚人的突破性科技，處理數據之迅速在市場上首屈一指；又為現存的硬件系統提供彈性採用空間，不論是單一主機還是整個伺服器中心，該系統都能夠配合。

Best Smart Hong Kong (Big Data Application) Certificate of Merit

最佳智慧香港 (大數據應用) 優異證書

MTR Corporation Ltd. 香港鐵路有限公司

Multiple Compact Vibration Sensors for Big Data Condition Monitoring for Railway Applications
並聯微型列車振動監察儀器及大數據分析軟件
www.mtr.com.hk

Vibration monitoring has been regarded as one of the most effective ways of monitoring train ride comfort and train structural changes throughout service lifetime. The conventional approach relies on bulky vibration dataloggers connected to laptops and amplifiers, with long wires running from the train cab to the testing locations. Measured signals can be subjected to EMF interference, distortion due to wire capacitance, and also possible misconnections. Moreover, each test operation demands 1 full train reservation and 4 manpower every time.

MTR engineers invented the V-SENSOR unit aiming to improve the acquired data quality and also simplify the testing procedure. It composes of a battery powered ARM microcontroller, high speed micro SD card, and miniature MEMS accelerometer for replacing the entire system of "amplifier, laptop, analog sensors, & lengthy wiring". There is minimal setup time and no operator is required as the unit can be hidden inside train components and be operated during normal train traffic hours. It is also able to sense train position inside the tunnel without GPS as it uses "station stop inertia recognition. Moreover, the engineers have tailor made a Big Data Windows software to perform statistical analysis on multiple sensors. Basically, it filters the raw data using a 10th order infinite impulse response filter, then allows the user to select a route between stations for conducting analysis – which can perform root mean squared calculation and vibration peak detection.

振動監測被視為一個有效的技術，能監察乘車的舒適度，同時亦可測出列車在其有效服務期間的可能結構變化。過往的監測系統要用上笨重的振動數據採集器，連上手提電腦和放大器。而且接上冗長的電線，從列車駕駛室到測試點。這種系統難免讓微弱的信息受到干擾。線路的電容量會改變信息的參數。而且在進行測試時，需要預留1部列車和4個員工的參與，才能完成。

如今港鐵工程師開發的V-SENSOR系統用電量低，可用獨立電池運作，利用現今科技的高速micro SD卡，32 bit ARM微型控制器，更新整個系統，包括放大器、電腦和軟件、傳感器、線路和分析設備。以至能達到快速儀器設置。無需人員實地看管，儀器可置在列車組件內，在列車正常運行時收集數據。而且還能利用列車的減速和停頓特性測出列車位置，毋須倚賴GPS系統來測出列車位置。最後，港鐵工程師亦開發了所需的大數據分析軟件，可分析大量收集到的數據，包括數字濾波器、站位繪描和RMS /峰值計算。

))) Comments from Judging Panel
評審委員會評語

The V-SENSOR system allows automatic data collection of the train vibration measurement which helps the company save a lot of time and manpower for better resources allocation. The technology greatly improves the daily monitoring performance and it could be used for forecasting potential issues.

V-SENSOR系列可以自動收集列車振動數據，為企業節省大量時間及人力，資源調配更妥善。此項科技大幅提升日常列車運作的監察水平，並能預測各種潛在問題。

Best Smart Hong Kong (Public Sector Information Application) Gold Award

# 最佳智慧香港（公共資料應用）金獎

Pokeguide Ltd.
Pokeguide
www.pokeguide.com

Most passengers get frustrated at being stuck at crowded escalators in the MTR, especially when they realise their destination exit is at the other end to where they got off the train. With over 500 exits in more than 80 Hong Kong MTR stations, it is impossible for a person to memorise which part of the train to ride in.

As an all-in-one destination guide serving people to ultimate efficiency, the POKEGUIDE app provides the location of the most convenient train door to board, so that subscribers can go straight to the escalator and the closest exit. Users can also find recommendations of leisure activities, appealing cuisine and shop discounts near to their destinations. The POKEGUIDE app not only helps passengers to have a smooth trip and save substantial travelling time, it also figures out the best plans and deals of the day. The application is also named as one of the "20 HOTTEST STARTUPS 2016" by Hong Kong Business Magazine.

很多市民乘搭港鐵時，都試過因為人多擠迫的扶手電梯而心煩氣燥，又可能在下車時才發現人在車頭，目的地卻在車尾。全港80多個港鐵站共有超過500個出口，市民實在無法記住哪一卡車廂才是最有利的上車位置。
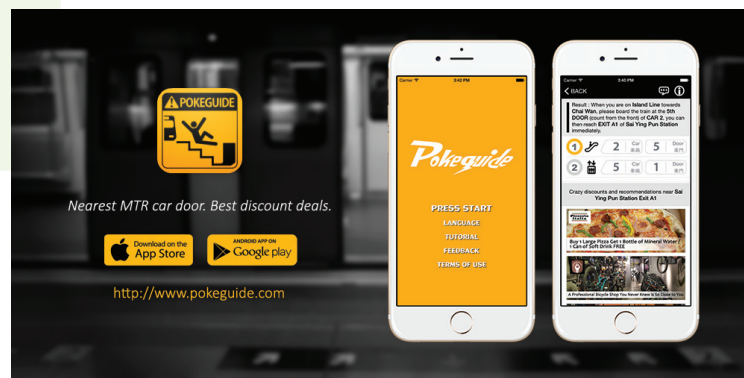
為協助市民以最有效率的方式乘搭港鐵，POKEGUIDE多合一港鐵站指南程式可以指出最有利的上車點，讓用家一下車就能找到扶手電梯前往最近的出口。此外，用家亦可以藉著程式找出目的地附近的康樂活動、美食和商店折扣。POKEGUIDE不但為乘客打造順利車程，節省大量時間，還可以提供當天最佳出遊計劃及折扣的資料。本應用程式榮獲《Hong Kong Business》雜誌評為「2016年20大最佳初創企業（20 Hottest Startups 2016）」之一。

Comments from Judging Panel
評審委員會評語

Pokeguide is an innovative and useful application which serves as a good location guide for MTR passengers and provides multiple functions for its users. With the open data, commuters can enjoy great convenience in searching the fastest way to their destinations and other facilities nearby.

Pokeguide應用程式既創新又實用，為港鐵乘客提供優秀的上車位置指南，亦備有多種功能。藉著開放數據，乘客可以輕易找出最快到達目的地及其他就近設施的路線。

Best Smart Hong Kong
(Public Sector Information Application) Silver Award

最佳智慧香港 (公共資料應用) 銀獎

Nuthon IT Solutions Ltd.
Toilet Rush
衝廁
www.nuthon.com

Toilet Rush is the first and only public toilet finder in Hong Kong. Apart from using Data.gov.hk from the Hong Kong Government, Toilet Rush also provides 4,000 toilet information generated by its users, and verified by the company.

Toilet Rush has been supported by the Hong Kong Tourism Board by upgrading its functionality as well as promoting to foreign tourists upon their arrival. The company also received the gold award of the "Web Accessibility Programme" with this disabled-friendly application.

《Toilet Rush 衝廁》是全港唯一的公眾洗手間指南手機應用程式。除了利用香港政府的開放數據（共200筆資料）外，全港共4,000個開放予公眾之洗手間資料皆由《Toilet Rush 衝廁》的用戶提供，並經該公司核實。

《Toilet Rush 衝廁》於2015年與香港旅遊發展局合作，除全面提升功能及內容外，旅發局亦會向來港旅客推薦使用該手機應用程式。此外，《Toilet Rush 衝廁》亦榮獲上一年度之無障礙網頁嘉許，確保殘障人士亦能使用。

Comments from Judging Panel
評審委員會評語

Toilet Rush demonstrates good use of government data and users' input in its toilet map development. Through building the strong data base and enhancing the application features, it addresses the needs of both local citizens and tourists by enabling them to click and search the closest toilet location as well as view additional information.

《Toilet Rush 衝廁》善用政府及用家提供的數據，不斷改善其公廁地圖。透過建立強大的數據庫及加強程式功能，《Toilet Rush 衝廁》同時照顧本地市民及遊客的需要，讓用家一按手機便能找到最接近的公廁地點和其他資訊。

Best Smart Hong Kong
(Public Sector Information Application) Bronze Award

最佳智慧香港（公共資料應用）銅獎

MapKing International Ltd.
Live Public Transit Alert Estimation Application
實時公共交通警示推算應用
www.mapking.com

Unlike Taipei or Singapore, Hong Kong has no government coordinated live public transit alert data portal accessible to internet companies. This service is now rolling out in Asia following the success in San Francisco, London and other cosmopolitan cities. The "Live Public Transit Alert Estimation Application" is powered by Internet Robot and Big Data technologies to monitor live traffic alerts and broadcast to Android phones. With the 1st version beta service launched in December 2015, Hong Kong has become one of the leading cities in the Asia Pacific region to rollout this service on Google Map.
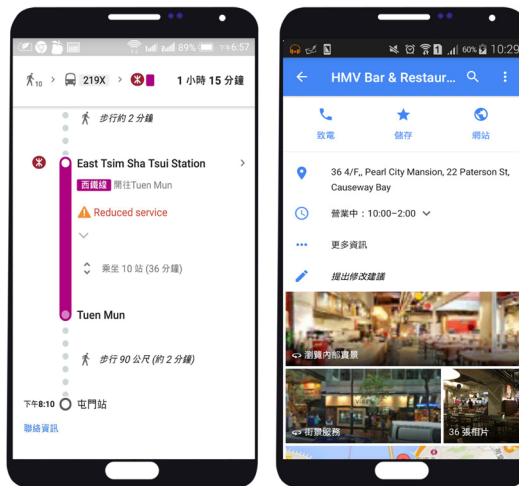
不如台北或新加坡，香港並沒有由政府統籌發佈的公共交通實時警示和班次數據供互聯網接入，而此服務在三藩市及倫敦等國際都市推出後，現已於亞洲推出。MapKing的「實時公共交通警示推算應用」服務採用互聯網軟體機械人大數據技術支援方法監控網上即時交通訊息，發佈到Android手機。該應用已經在2015年12月推出第一版，使香港成為在亞太區域中首批城市在Google Map上推出這個服務。

Comments from Judging Panel
評審委員會評語

The application is a meaningful innovation to support the development of smart transportation in Hong Kong. It enables accurate transit data on Google Map and brings convenience to all drivers and citizens through providing real-time traffic alerts. Its datasets could be further developed to upgrade the service quality.

本應用程式是意義重大的創新成果，有助香港發展智能交通。它將準確的交通數據上載至Google Map，提供實時交通警示，便利所有駕駛人士及市民。如能進一步擴大數據集，程式的服務質素將有所提升。

Best Smart Hong Kong
(Public Sector Information Application) Certificate of Merit

最佳智慧香港 (公共資料應用) 優異證書

TechMaxApp Ltd.
Jima Junk Call Blocker / Caller ID
芝麻來電
www.techmaxapp.com

電話推銷在香港非常流行。《芝麻來電》利用一個由用戶提供並共同維護的開放垃圾號碼數據庫,同時提供安卓及iOS手機應用程式,讓用戶有效地辨認並攔截垃圾來電。用戶因此能避免垃圾或騙徒來電可能引致的損失,整體減少騙案的發生。

Cold calls (e.g. marketing calls) are very common in Hong Kong. "Jima Junk Call Blocker / Caller ID" leverages a publicly available, user-contributed database of cold call numbers to provide both Android and iOS solutions that can effectively identify and/or block such calls. As a result, it helps users to avoid time and financial losses that caused by potential fraudulent calls, thus reduces fraud crimes overall.

Comments from Judging Panel
評審委員會評語

As the issue of scam phone calls is becoming severe in Hong Kong, the application demonstrates a good use of Public Sector Information and crowdsourcing to assist both iOS and Android mobile users to solve this common problem.

香港的電話騙案問題日趨嚴重,本應用程式正好善用公共資料及群眾外包,協助iOS及安卓手機用家解決這個常見難題。

Introduction of Organiser
籌辦組織簡介

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services. GS1 Hong Kong engages with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

Currently, GS1 Hong Kong has over 7,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. GS1 Hong Kong continually enhances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

For more information about GS1 Hong Kong, please visit www.gs1hk.org.

香港貨品編碼協會於1989年由香港總商會成立,是GS1® 環球組織的香港分會,也是一間提供標準的非牟利機構,一直致力研發和推動方便採納的全球標準,讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾,擁有超過110個成員組織,遍及全球150個國家。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務,為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度,並推動商業之間的連繫。透過採用及實施全球標準,香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係,助他們了解行業需要並作出回應。

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