HONG KONG ICT AWARDS 2019 香港資訊及通訊科技獎

# Smart Mobility Award
# 智慧出行獎


Leading Organiser
籌辦機構

GS1 Hong Kong

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HONG KONG ICT AWARDS 2019 香港資訊及通訊科技獎

## Background
## 背景

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.

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。

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.

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。

There are eight categories under the Hong Kong ICT Awards 2019. 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.

2019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」。

This year, the Hong Kong ICT Awards: Smart Mobility Award has the following objectives:

今年的香港資訊及通訊科技獎：智慧出行獎有以下宗旨：

**1. Building a Smart Hong Kong with novice Smart Mobility applications**

Smart mobility is an integral part of a smart city, which should be well-connected and citizen-centric to allow the easy movement of people and goods. The award programme aims to encourage development of smart mobility solutions that leverage the Internet of Things ( "IoT" ), big data analytics as well as mobile applications, which in turn will bring convenience to residents and visitors and help create a smarter Hong Kong.

**1. 鼓勵開發智慧出行方案，同建「智慧香港」**

智慧出行是智慧都市不可或缺的一部分。智慧都市應該四通八達，以市民的便利為依歸，讓人貨流動皆可暢行無阻。本計劃旨在鼓勵開發有利智慧出行發展的方案，希望集物聯網、大數據分析和流動應用程式之大成，便利訪客和居民，促進香港作為智慧都市的發展。

**2. Championing Hong Kong as a hub for ICT talents, creativity and innovation**

The award programme will serve as a platform for local industry players to engage in dynamic and transparent exchange with renowned ICT professionals, so as to spark innovative ideas and collaboration, and to nurture local ICT talents. GS1 Hong Kong will also nominate eligible winners for other regional and international awards in recognition of their creativity and innovation.

**2. 匯聚資訊科技專才，打造創意創新之都**

本計劃將成為本地業界與知名資訊及通訊科技專才交流的平台，藉雙方熱烈而坦誠的交流促進創新和合作，並培養科技人才。條件適合的優勝者更可獲香港貨品編碼協會提名競逐其他地區性及全球性獎項，作為對他們的創意與創新的嘉許。

# Smart Mobility Award
# 智慧出行獎

## Background
## 背景

### 3. Inspiring Local Industry Adoption

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 Transportation, Logistics and Tourism understand the value of smart business applications, encouraging industry adoption, creating a mutually beneficial interaction between technology and business sectors, which leads to a sustainable eco-system of technology-driven new business paradigm.

### 3. 鼓勵本地業界採用得獎程式

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概念的個案予以肯定，使交通、物流和旅遊業用戶更了解傑出商業科技應用的價值，藉此鼓勵業界採用成功的技術，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。

# Message from Leading Organiser
# 籌辦機構獻辭

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

**林潔貽女士，JP**
**香港貨品編碼協會總裁**

GS1 Hong Kong is thrilled and honoured to be appointed as the leading organiser of the Smart Mobility Award again this year. This award category aims to recognise industry innovations for their contribution on the development of new technologies and their active adoption of smart applications, helping to promote smarter business, better life.

香港貨品編碼協會很榮幸再次成為智慧出行獎的籌辦機構。這個獎項旨在表彰各行業在資訊及通訊科技研發的貢獻及新科技應用，以促進智能商貿、優質生活。

For 30 years GS1 Hong Kong has been committed to fostering knowledge exchange and collaborations among ICT industry players, and promoting technological adoption to uplift the competitiveness of the local industries. We are excited to see there was not only enthusiastic participation from industries, but also active participation from Government Departments and statutory organisations this year, which inspired us with more innovative ideas in Smart Logistics, Smart Tourism and Smart Transportation. We are delighted to see the technology development has become more mature than previous years and we hope the Government and industries will continue to work together for a smarter city.

30年來，本會一直致力推動資訊及通訊科技業界的合作和知識交流，並鼓勵本地產業善用科技，提升競爭力。值得高興的是，今年我們除了獲得業界的踴躍參與外，還得到政府部門和法定機構的積極參與，讓我們在智慧物流、智慧旅遊和智慧交通類別上得到更多的啟發。我們很高興看到科技發展比往年更為成熟，希望政府和業界能繼續共同努力，建造一個更智慧的城市。

On behalf of GS1 Hong Kong, I am very grateful for the support from the Office of the Government Chief Information Officer, supporting organisations as well as our professional judging panel and assessors. GS1 Hong Kong will continue to work closely with the Government and our industry partners to support Hong Kong's development into a world-class smart city.

本人謹代表香港貨品編碼協會，衷心感謝政府資訊科技總監辦公室、支持機構、專業評審委員會的全力支持。本會將繼續與政府及各業界合作夥伴緊密聯繫，共同推動香港成為一個世界級的智慧城市。

Lastly, I would like to express my heartfelt congratulations to all winners and hats off to all participants. Besides their time and effort on joining the Hong Kong ICT Awards, they have contributed to the socio-economic development for our smart society.

最後，本人在此恭賀所有得獎者及非常感謝各參與機構。他們不僅為是次活動中付出了時間及努力，還為智慧社區的社會經濟發展作出了貢獻。

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

The Hon Charles Peter MOK, JP
Legislative Councillor
(Information Technology)
Legislative Council of the HKSAR

**莫乃光議員，JP**
**香港特別行政區立法會**
**立法會議員（資訊科技界）**

It is my honour to be the Chairman of the Final Judging Panel of this year's Smart Mobility Award. For years, the award platform offered me the privilege to witness various technology and innovation efforts demonstrated by local companies. It was a remarkable experience seeing one awardee from last year developed navigation services with Augmented Reality technology and another awardee has developed smart automated solutions for their logistics operations, including the use of Automated Guided Vehicles. The innovative technology I see from the awardees each year strengthens my belief in Hong Kong and what technology can do for citizens.

The Hong Kong ICT Awards 2019: Smart Mobility Award includes the streams of Smart Transportation, Smart Logistics and Smart Tourism. These areas are part of the keystones in implementing Smart City in Hong Kong. I am grateful that GS1 Hong Kong provides such a platform to demonstrate how the vast potential and opportunities of our city can be unlocked, and how lives can be changed.

I would like to take this opportunity to congratulate the winners of this year's award, as you have all demonstrated Hong Kong's capability of transforming into a Smart City. My gratitude also goes to the leading organiser and members of the judging panel, for their tremendous effort in bringing together this important Award.

我有幸過去數屆獲邀請擔任「香港資訊及科技獎——智慧出行獎」的評審，每年入圍名單上展現的科技創新，令我對香港的創新力充滿信心。猶記得上年的得獎名單中，有本地機構開發出新程式利用擴增實境（Augmented Reality）技術協助地圖導航，亦有機構利用自動化技術提升物流運作，包括使用了自動導向車輛，令人印象深刻。在香港正發展智慧城市之際，我們看到本地創新的無窮潛力。

「2019香港資訊及科技獎：智慧出行獎」的比賽組別中包括智慧交通、智慧物流及智慧旅行三大組別，恰好都是智慧城市發展的重要元素。我樂見比賽提供一個優秀的平台，展現香港的創新力，對外顯示我們本地的企業和本地的科技人才如何能激發創新令社會進步，創造更多經濟效益和機遇，將香港推向智慧城市的方向，為市民的生活帶來改變。

我謹此祝賀各得獎公司和參賽者，相信憑著你們的創意和技術，香港在創科發展必定騰飛。而今屆「香港資訊及科技獎」活動得以完滿舉行亦有賴籌辦機構和各評審的幫忙和支持，我在此向各位表示感激。

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

The list is in alphabetical order by organisation name 以下名單以機構英文字母次序排列


From left to right — Ms. Tina CHAO, Ms. Sylvia CHUNG, Mr. Ken CHUNG, Mr. Eric YEUNG, Ir Stephen K M LAU, JP, Ir Susanna S C SHEN, The Hon Charles Peter MOK, JP, Ms. Wendy CHOW, Ir Dr. David HO, JP, Mr. W H TSANG, Mr. Brian WU

由左至右 — 曹天麗女士，鍾慧敏女士，鍾鴻興先生，楊全盛先生，劉嘉敏工程師，JP，孫淑貞工程師，莫乃光議員，JP，周寶芬女士，何志盛博士工程師，JP，曾永鏗先生，胡百浠先生

| | |
|---|---|
| Chairperson<br>**主席** | The Hon Charles MOK, JP<br>Legislative Councillor (Information Technology),<br>Legislative Council of the HKSAR<br>**香港特別行政區立法會 立法會議員（資訊科技界）**<br>**莫乃光議員，JP** |
| Deputy Chairperson<br>**副主席** | Ir Susanna S C SHEN<br>General Manager - Corporate IT,<br>The Hong Kong and China Gas Company Ltd.<br>**香港中華煤氣有限公司 企業資訊科技部總經理**<br>**孫淑貞工程師** |

Members
成員

Mr. Brian WU
Chairman, Hong Kong Association of Freight Forwarding and Logistics (HAFFA)
香港貨運物流業協會 主席
胡百浠先生

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

Ir Dr. David HO, JP
Group General Manager, Hong Kong Ferry (Holdings) Company Ltd.
香港小輪(集團)有限公司 集團總經理
何志盛博士工程師，JP

Ms. Tina CHAO
General Manager, Marketing, Hong Kong Tourism Board
香港旅遊發展局 總經理，市場推廣
曹天麗女士

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

Ms. Sylvia CHUNG
Executive VP, L'hotel Management Company Ltd.
如心酒店管理有限公司 行政副總裁
鍾慧敏女士

Mr. Eric YEUNG
President, Smart City Consortium (SCC)
智慧城市聯盟 會長
楊全盛先生

Mr. Ken CHUNG
Chairman, The Chamber of Hong Kong Logistics Industry Ltd.
香港物流商會 主席
鐘鴻興先生

Mr. W H TSANG
Immediate Past President, The Chartered Institute of Logistics and Transport in Hong Kong
香港運輸物流學會 上屆會長
曾永鏗先生

# 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 / Center of Cyber Logistics, Asian Institute of Supply Chains & Logistics, The Chinese University of Hong Kong / ubiZense Ltd.

## 香港機場管理局 / 香港中文大學，亞洲供應鏈及物流研究所，網際物流研究中心 / 啟悟

IoT- Augmented Airfield Service System (AS2)
物聯網強化飛行區的管理

www.hongkongairport.com / www.cuhk.edu.hk / www.ubizense.com

The "IoT-Augmented Airfield Service System" (AS2) is a cloud-based service-oriented system which utilises and integrates a multitude of existing disparate data sources such as corporate systems and IoT networks. The integrated data is leveraged to bring real-time operations visibility with descriptive and predictive AI-enabled analytics to the Hong Kong International Airport (HKIA).

AS2 enables the HKIA community to better manage aircraft turnaround, which includes processes that need to be performed between the arrival and departure of an aircraft, such as baggage handling and catering. It has a deep-minded map service compatible with ArcGIS and Google map which allows the HKIA community to visualise all aircrafts and equipment on the apron in real-time. A multi-dimensional dashboard service is available to manage turnaround performance with enhanced operational visibility supported by analytics on-demand, and fusing data from flight arrival estimates to readiness of equipment as revealed by IoTs.


「物聯網強化飛行區管理系統」（AS2）是一個雲端服務系統，它整合了包括企業系統及物聯網在內的不同源頭數據，為香港國際機場提供描述性及以人工智能為基礎的預測性分析，實時強化營運的透明度。

Descriptive analytics are available to monitor current operations, whereas predictive analytics are available to detect any anomalies from preparatory stage to completion stage. These are important to allow coordination alignment and rapid remedy during normal operation and in times of contingency respectively.

AS2使香港國際機場能更有效地管理航班降落與再起飛之間的工作，如行李及航餐處理等等。AS2提供深悟地圖服務(兼容ArcGIS及谷歌地圖)，可實時了解停機坪上所有航班和設備的狀況。AS2亦提供多元的管理控制面板以暢順處理航班流轉，按需求結合航班及地面設施的互聯網數據，分析航班到達及各項設施的使用狀況。

系統的描述性分析可用於監控當前操作，而預測性分析則可提示異常情況，兩者結合可確保在正常和突發的情況下相應操作和補救工作能迅速作出調配。

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

This system is an innovative analytics application for the aviation industry and is the first of its kind in Hong Kong. There would be a great potential for this technology to be exported to other regions and be deployed in other industries.

這是一套為航空業而設的創新分析應用系統，並首次於香港應用。此科技有相當大的潛力，可輸出到其他地區和應用在不同行業上。

# Smart Mobility (Smart Logistics) Gold Award
# 智慧出行(智慧物流)金獎

## BPS Global Holdings Ltd.
## 威裕環球控股有限公司

StoreFriendly Go — Smart Self-storage Service
StoreFriendly Go — 智能化自存服務

www.bps-group.net


### First Logistics Technology Application for Hong Kong Self-Storage Business

Combating high rental, high labour cost and latest enactment of fire services regulations, BPS Global introduced a new concept of total solution alongside the adoption of Autonomous Guided Vehicle (AGV) for StoreFriendly. In addition, this solution has enhanced their customer experience.

AGV is one of the leading technologies applied to supply chain and logistics industry to boost productivity. BPS Global integrated this industrial technology with innovative mobile application to create a comprehensive automated solution to handle highly compact storage for belongings. The solution combined the elements of robotics, big data, AI and other cutting-edge technologies. This is the first installation that applied to the self-storage (B2C) market, and tackles all the above problems faced by the self-storage industry.

By applying this logistics technology, a “no-man zone” operation concept can be realised to ensure the highest level of security. Besides, the solution provides customer's personal storage appointment by processing the request ahead of time so that the waiting time of customers could be shortened. It also realised the concept of “Cabinet to Person” which provides a superior enjoyment to end users. It is thus a self-storage service of StoreFriendly provided to its customers rather than a conventional facility rental.


### 首個物流科技技術應用於香港自存服務

面對高昂租金、營運成本上升和日益嚴格的消防法規要求，威裕環球為儲存易(StoreFriendly)自存服務引入新概念，採用AGV自動導向車解決方案，全面提升StoreFriendly 的客戶體驗。

AGV自動導向車是一項提高供應鏈及物流業生產力的領先技術。威裕環球將此工業技術與流動應用程式結合，創建一個提供高密度存儲的全面自動化系統。它結合了機器人、大數據、人工智能和其他尖端技術，並將其應用於自存倉（B2C）市場，以解決上述業界正面對的問題。

此物流技術除可實現「無人區」操作概念，確保高度安全性外，更能有效提升儲存櫃運送處理的效率，大大縮短客戶的輪候時間，實現了「櫃到人」的概念，為用家提供方便的體驗。因此，本解決方案提供給 StoreFriendly客戶的自助存儲服務，遠超過一般傳統的設施租賃服務。

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

Though the use of robotic system in warehouse operation is common, adoption in self-ministores is innovative. The solution offers well-organised, highly effective and convenience to users. This benefits the ministore operators and enhances consumer’ s experience as the waiting time is reduced.

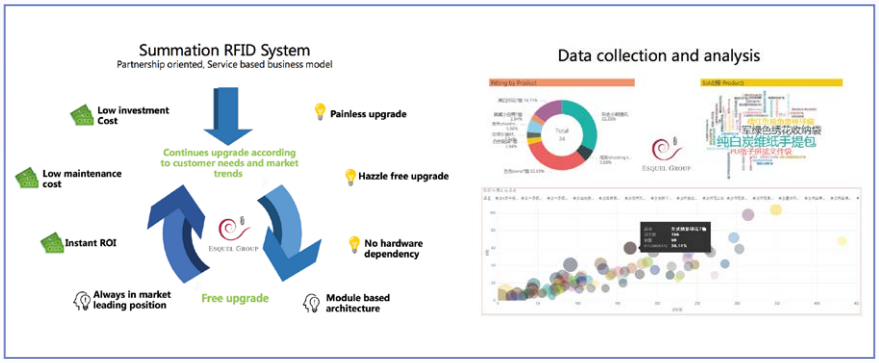
雖然在倉庫運營中使用機器人並不新鮮，但在迷你倉的應用是創新的。該產品為迷你倉用戶提供了整潔有序、高效和方便的方案。運營商將受益於此項便利且更具成本效益的方案，而消費者的體驗也因為等待時間的減少而得到改善。

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

## Esquel Enterprises Ltd.
## 溢達企業有限公司

Summation RFID System
**盤古系統**

eap.esquel.cn/Index.htm




The Summation RFID system is a one-stop solution for retail industry to serve for both logistics and retail needs. The solution aims to lower entry barriers of RFID for retail industry in order to build a good IoT base for the future scan-less checkout store, and hence to achieve the goal of being a Smart City. And in terms of commercial angle, it also provides incentive for brand owners to catch up with the trend of digitalisation.

Summation is a RFIDaaS solution, it fully utilises the cloud based technology and AI technology to enhance the RFID experience which is a great breakthrough compared with traditional RFID solution. Partnering with the world class Cloud service provider – Microsoft, not only the security of data, but also premises data analytics function and machine learning could be performed.

Summation is the game-changer for future Smart retail city.

盤古系統是一站式的RFID零售解決方案，目標是滿足物流和零售需求。方案旨在降低零售行業RFID的入門門檻，以便為未來的無掃描結賬智能店建立良好的物聯網基礎，從而實現智能城市的目標。從商業角度來看，它也為品牌所有者提供了追趕數字化趨勢的動力。

盤古系統是RFIDaaS解決方案，它充分利用雲端技術和AI技術來增強RFID體驗，這是與傳統RFID解決方案相比的重大突破。與世界頂尖的雲服務供應商微軟合作，不僅可以實現數據的安全性，還可以執行駐地數據分析功能和機器學習。

盤古系統是未來智能零售城市的遊戲規則改變者。

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

The use of RFID in the retail and garment industries is gloabally recognised but it is fairly expensive and requires longer time for deployment. The Summation RFID system makes a breakthrough on RFID products with lower costs and shorter implementation time, and accelerates the effective and relevant adoption of RFID in Asia including China. Its AI and cloud based technology can help revolutionise the retail stores with better ROI, inventory control and replenishment.

在零售及服裝業上使用射頻識別技術(RFID)是全球發展趨勢，但價錢較貴及需要較長時間去部署。盤古系統在RFID產品上取得突破，能提供較低價錢及較短部署時間，並加快系統於亞洲及中國的有效及相關應用。系統利用人工智能及雲端基礎技術，能為零售店帶來革命性的變化，提供更佳的投資回報、庫存管理及補貨計劃。

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

## Shinetown Telecommunication Ltd.
## 信京電訊有限公司

AIRSIM
AIRSIM無國界上網卡

www.airsim.com.hk /
www.shinetown.com.hk


Witnessing the outbound travellers' needs for network connection, Shinetown Telecom launched AIRSIM in Hong Kong. With the combination of OTA technology and mobile app AIRSIM ROAM, AIRSIM provides data roaming service in an economical way and with great convenience to users.

AIRSIM is a reusable and "transformable" mobile data SIM card. Travellers are enabled to select a suitable data package for their destination from the AIRSIM app before the journey, and insert the AIRSIM upon arrival, the system will assign a suitable local SIM to users' AIRSIM according to their location. AIRSIM will be transformed into a local SIM in 3 minutes and users can then enjoy data service immediately.

Travellers can make use of the AIRTALK ROAM App to make calls to different countries, call back home and receive calls from Hong Kong while they are overseas.

The AIRSIM card allows users to enjoy data and voice services in more than 110 regions. It brings convenience to travellers who do not like roaming charges and queuing for local SIMs or pocket WiFi.

信京電訊覬準旅客外遊時上網的龐大商機，結合OTA空中下載技術及AIRSIM ROAM 流動程式，在香港推出AIRSIM無國界上網卡，令旅客可以更方便、用更相宜的價錢於海外輕鬆漫遊上網。

AIRSIM無國界上網卡是一張可以循環使用及可 「變身」的旅遊上網卡。旅客在出發前於AIRSIM ROAM購買目的地的流動數據套餐，在到埗時插卡後，系統會按照所在地區把適用於當地使用的SIM配置到AIRSIM上，過程只需3分鐘，AIRSIM便會自動「變身」成當地SIM。

旅客亦可以使用通話服務，只需配合AIRTALK ROAM流動程式，便可接收香港來電、撥打當地電話及致電回港。

AIRSIM讓用戶隨時隨地上網及通話，覆蓋全球110個地區！讓避免漫遊費用或排隊租借WiFi蛋及當地SIM卡的旅客提供方便。

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

With the combination of OTA technology and encryption, AIRSIM breaks the tradition and boundary of overseas travelling by allowing travellers to enjoy data roaming and international call services anytime. Upgraded to its sixth edition, AIRSIM has over 100,000 active users and illustrates high reliability and great potential in application.

配合空中下載技術和加密程序，AIRSIM 無國界上網卡打破傳統和地域界限，讓外遊人士隨時隨地享用自選的數據傳輸和海外通話服務。AIRSIM已發展至第6代版本，擁有超過10萬名活躍用戶，在應用方面高度可靠，有著很大的市場發展潛力。

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

## Quality Tourism Services Association (QTSA) / Cherrypicks Ltd. / Hong Kong Productivity Council
## 優質旅遊服務協會 / 創奇思有限公司 / 香港生產力促進局

QPoint
Q優點

www.qtsa.com / www.cherrypicks.com / www.hkpc.org


Targeting over 60 million tourists who visit Hong Kong every year, the Quality Tourism Services Scheme has reinforced Hong Kong's image as a destination offering quality tourism services and products for nearly 20 years. The mobile application – QPoint provides tourists in Hong Kong with city-wide shopping and dining deals, including location-based shopping and dining suggestions, exclusive offers, the latest news and bargains.

QPoint is jointly launched by Quality Tourism Services Association (QTSA), Cherrypicks and Hong Kong Productivity Council (HKPC) to capture big data on footfall traffic, consumer behavior, tourist movements and behaviors. Based on the data collected, users can enjoy personalised offers and information on QPoint, which makes it easy for tourists to navigate, shop and dine in Hong Kong.

QPoint provides exclusive city-wide shopping and dining offers while its location-based suggestions provide accurate and targeted proposals for tourists, helping them to:

1) Find their favourite QTS accredited quality brands in Hong Kong
2) Get the best deals nearby based on their interests
3) Spot the latest trends

QPoint serves as the best app in Hong Kong to help tourists save time and money, and lets tourists shop with confidence and ease.

每年有超過六千萬旅客到訪香港，優質旅遊服務計劃成功於過去近20年鞏固了香港作為提供優質旅遊服務及產品的形象，並推出「Q優點」手機應用程式為旅客提供遍佈全港的優質商戶購物及餐飲優惠，根據旅客的所在地區為他們提供附近的購物優惠、餐飲資訊建議、最新資訊及消費情報。

「Q優點」手機應用程式為優質旅遊服務協會夥拍創奇思及香港生產力促進局推出，擷取各項大數據如人流、顧客消費行為、旅客動向及行為等，並根據所收集的數據讓旅客透過「Q優點」享用個人化優惠及獲得最新資訊，輕鬆在香港搜尋優質商戶，享受消費及餐飲樂趣。

Q優點提供全城獨家購物及餐飲優惠，以定位資訊為旅客提供精準而相關的優惠資訊：

1） 按旅客喜好提供全港「優質旅遊服務」計劃認可的商戶資訊
2） 按旅客興趣提供所在地附近的最佳優惠
3） 發掘最新潮流趨勢及好去處

「Q優點」為旅客節省時間和金錢，輕鬆享受購物樂趣，是旅客訪港消費的最佳手機程式。

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

The use of beacons allows QPoint to provide visitors with the information, bargains and special events of nearby shopping and dining spots. Travellers are able to shop at accredited brands and save money by using the app, which enhances their overall travelling experience.

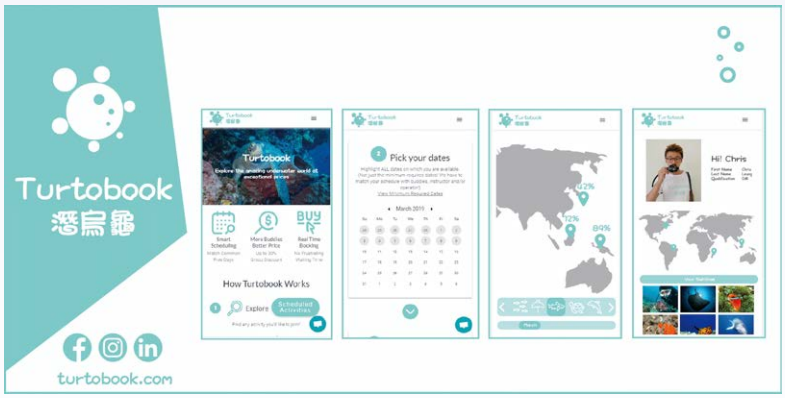
Q優點利用信標技術讓旅客可以隨時查閱附近購物熱點和餐廳的資訊、優惠及特別活動。透過此手機應用程式，旅客可以到認可的商戶消費、享受優惠，提升整體旅遊體驗。

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

## Turtobook Ltd.
## 潛烏龜有限公司

Turtobook
潛烏龜

turtobook.com




While the travel industry has already incorporated user-contributed data, real-time booking and guest review, the diving industry is still dominated by scattered and unorganised information like outdated blogs, physical logbooks for diving record and time consuming conversations by phone or email for trip/course bookings. Founded in early 2018 by three local Hong Kongers, Turtobook reshapes the diving industry by making diving easier and more convenient than ever.

On Turtobook's platform, users can log their underwater animal sightings digitally instead of traditional physical logbook method. The platform helps users solve the question of "when and where to see what" with aggregated data, while also allowing users to conduct research for future trips. For example, if a user wants to see whale sharks in March, he/she could search which diving destination is the best for whale shark-watching at that time and book courses and trips online via the platform after research. Operators using the platform can also leverage the online community to better target clients digitally and grow their own brand presence.

Turtobook is also a licensed Hong Kong Travel Agent and currently cover Hong Kong, Taiwan, the Philippines, Indonesia and Thailand for booking options. It has plans to expand into the rest of the diving locations.

在旅遊業中用戶分享數據、實時預訂和顧客評分等完素已是十分普及，但潛水行業仍然充斥着各樣分散的資訊如過時的網誌，並依賴實體日誌簿作潛水紀錄，預訂過程亦非常依賴人手處理。三個香港人在2018年初創立「潛烏龜」，改寫了潛水行業運作模式，使潛水活動變得前所未有的便捷。

在「潛烏龜」平台上，用家可用電子系統記錄水底所見的海洋生物。平台收集了多項數據，助用戶解決他們「何時何地想看到甚麼」的問題，並讓用戶搜尋資訊及計劃潛水行程。例如若用家希望在三月看鯨鯊，他們可以透過「潛烏龜」得知哪個潛水勝地最為適合。在資料搜尋後，用家可透過平台於網上預訂課程及旅程。同時，營運商亦可在「潛烏龜」平台上找到目標客戶，宣傳自己的品牌。

「潛烏龜」亦是持牌香港旅行社，可預訂的潛點覆蓋香港、台灣、菲律賓、印尼和泰國。平台正致力把服務範圍擴展到世界各地的潛水勝地。

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

The market positioning with focus on diving is unique and innovative. The informative platform serves divers with Big Data Research, and pools divers together for better tour discount, travel scheduling and experience sharing/ logging all in one single place.

針對潛水市場這個市場定位十分獨特及有創意。其資訊豐富的服務平台利用大數據幫助潛水愛好者，將他們集中於同一個平台，以提供更佳的折扣及旅遊行程，並分享及記錄他們的旅程。

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

## Hong Kong Space Museum
## 香港太空館

Star Hoppers
星夜行

hk.space.museum


Stargazing is a fun activity, but it is often difficult to identify the constellations. In view of this, a stargazing mobile app called "Star Hoppers" was developed by the Hong Kong Space Museum, which fully integrates the star charts of both the Western and ancient Chinese cultures with information of astronomical events and related activities. It can uniquely display the ancient Chinese star chart with the complete ancient Chinese asterism system including the Three Enclosures, 28 lunar mansions and more.

The app helps users to learn and identify celestial objects and constellations with the real-time generated star chart at any locations in the world. Tourists travelling to Hong Kong or travelling abroad can enjoy a localised sky map with its positioning function. With augmented reality technology, it can label celestial objects and constellations on the screen instantaneously when users point the camera of their mobile device to the sky. Users can also listen to more than 200 bilingual recorded stories about the Western constellations, planets and asterisms in the ancient Chinese cultures. With the built-in calendar function, users can learn about the latest astronomical events and the latest news on the coming activities of Hong Kong Space Museum, share such information with friends and enjoy the fun of stargazing together.

觀星是一項很有趣的活動，但觀星者往往難以準確地判斷出各個星座。因此香港太空館開發了「星夜行」，一個集中西星圖與天文資訊及活動資料於一身的觀星流動應用程式。透過獨有的中國古星圖介面，可展示出整個中國古代星座系統，包括「三垣二十八宿」等。

「星夜行」設有的電子星圖，能實時計算出天體和星座的位置，用戶無論身處香港或外地，都能用它來辨認天體或星座。透過定位功能，訪港或外遊旅客均可享用當地的星圖。「星夜行」運用擴增實境技術，使用者只需把鏡頭對準天空，電子星圖隨即標示屏幕所見的天體和星座的名稱。用戶還可以收聽二百多項中西星空的星座和天體的雙語錄音故事。通過內置的行事曆，使用者可以查看最新的天象資訊、了解香港太空館的最新活動和邀請好友一同參與活動，分享觀星的樂趣。

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

The application demonstrated the best use of technologies such as GPS, Compass, Gyroscope, AR, Night Vision in smartphone (or tablet) to provide an exceptional user experience. The integration of Chinese and Western Star Charts in one app is an unique preposition, combining well thoughts of all details and design. The project leader possess high passion and strong conviction to do it great, and achieved an amazing result with over 200,000 downloads.

「星夜行」應用程式充分應用了各種科技如全球定位系統、指南針、陀螺儀、擴增實境及夜視模式，透過智能電話或平板電腦提供卓越的用戶體驗。應用程式的獨特賣點是結合了中國及西方星圖，同時配合精心的設計及細節。團隊用熱情及堅持打造出一個出色的軟件，「星夜行」被下載了超過200,000次。

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

## Urban Discovery Ltd.

iDiscover App&Map

www.i-discoverasia.com / www.urbandiscovery.asia

Tourists have a growing demand to explore and experience Asian cities the same way the locals do. Even locals, they want to find the authentic and hidden spots in their own city. iDiscover is a city guide with handcrafted walking and cycling itineraries in old neighbourhoods in Asian cities, packed with insider secrets and hidden gems. The innovative App&Map format is targeted at independent cultural travellers and young digitally connected locals. The app not only gives users an authentic self-guided travel experience, but also provides the opportunity to support local business in the communities they are visiting to help keep local heritage and cultural alive.

現今旅客到訪亞洲城市時，越來越希望體驗當地人的生活和發掘隱世地方，甚至是本地人也希望探索城市中不為人知的小城故事。iDiscover城市旅遊指南於亞洲傳統社區提供由本地人精心設計的步行和單車行程，詳盡介紹本地特色和小故事。創新的AppxMap組合專為喜愛文化交流的自助遊旅客和當地的年輕人而設。iDiscover手機程式為他們提供一個自助遊和地道的旅遊體驗，更引領他們到本地小店，支持本地經濟，讓小社區得以持續發展。

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

Targeting young and independent travelers, iDiscover App&Map enables cultural and heritage exporation in Asian cities through the 'eyes of the local'. With its rapid expansion in various Asian cities, and the growing support of businesses and cultural foundations, it demonstrates the attractiveness of different footprints to the targeted travelers. Its creative and practical use of ICT technology is well appreciated.

iDiscover App&Map以年輕及自助遊旅客為目標，透過當地人的角度提供亞洲各大城市的文化歷史社區探索。隨著手機程式陸續登陸不同亞洲城市、並得到越來越多商業及文化基金的支持，程式有效地向目標旅客展示不同景點的吸引力。手機程式應用了創意及實用性兼備的資訊及通訊科技，值得讚賞。

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

## Highways Department of the Government of the HKSAR / Hong Kong Productivity Council
## 香港特別行政區政府 路政署 / 香港生產力促進局

Prototype of Robot System for the Placement and Collection of Traffic Cones and Lanterns in Road Works
在道路工程使用智能機器臂系統放置和收回交通圓筒和危險警告燈的原型

www.hyd.gov.hk / www.hkpc.org

The Highways Department (HyD) always attaches highest priority to the safety of road works workers. Setting up traffic cones and lanterns to fence off works area on roads manually at night time for road works with live traffic is always a very dangerous operation to the workers. Minimising their risk of exposing to live traffic in this operation is therefore extremely important.

Now, HyD and Hong Kong Productivity Council have successfully conceptualized, designed and developed the world first robotic system with full cognitive abilities to understand its surrounding to automate this dangerous operation on the roads.

It is no longer a dream. It will operate on public roads very soon.

路政署一直將工程人員的安全放在首位。工程人員於深夜時分在公路上設置交通圓筒和危險警告燈以分隔工程範圍是一項非常危險的工作，因此，減低道路工程人員暴露於繁忙交通下的風險尤為重要。

現在，路政署和香港生產力促進局已成功驗證概念、設計及製作世界上首部能夠認知周圍環境的智能機器臂系統，取代工程人員在公路上進行高危的工作。

不再是夢想，它會在不久的將來在馬路上運作。

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

The robot system can automate some dangerous operations on the roads, which improves the safety of road workers and reduces their workload. We can see a great potential in applying the system in other areas in future, such as removal of unwanted vegetation on the roads.

這個機械系統能將馬路上高危的工作自動化，在提升工程人員安全的同時，亦能減少他們的工作量。未來，這系統於其他範疇的應用潛力廣泛，例如是用於移除公路上造成阻礙的的植物。

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

## Miramar Hotel and Investment Company Ltd.
## 美麗華酒店企業有限公司

Mira Place App - e-PARKING
Mira Place流動應用程式 - 「智易泊」

www.miramar-group.com/en


Mira Place has always been offering its mobile app members cutting-edge customer experience and hottest promotions since its launch in 2017. There are over 600K registered private cars in Hong Kong while only around 4,000 parking spaces in Tsim Sha Tsui. Such shortage of parking spaces not only brings inconvenience to drivers but also leads to road congestion. In view of the high demand of parking spaces in Hong Kong especially in Tsim Sha Tsui, Mira Place has presented a foremost innovative Smart Mobile Parking Service – Hong Kong's first e-parking service "e-PARKING" in 2018 to augment customer's visiting experience.

By leveraging the latest IoT technologies, wireless technologies (NB-IoT, WIFI, and Bluetooth), "e-PARKING" can accurately navigate drivers to their reserved parking space. Positive feedback was received from users, the public and media. Mira Place App's "e-PARKING" not merely uplifted customers' visiting experience and reduced waiting and travelling time, but also have helped to improve the traffic condition along Nathan Road and Kimberley Road near Mira Place.

美麗華廣場自2017年推出會員手機應用程式App，一直致力提升會員及顧客的消閒、餐飲及購物體驗。現時香港車輛登記數目超過60萬，但尖沙咀區車位數量只有約4,000個。車位數量短缺不但為車主帶來不便，等候進入停車場時亦會導致路面擠塞。針對尖沙咀車位緊張問題，美麗華廣場於2018年推出全港首個應用於消閒商場的嶄新智能泊車服務 — 智易泊（e-PARKING），為會員及顧客帶來更輕鬆自在的泊車新體驗。

智易泊推出後獲得用家、大眾及傳媒的正面迴響，亦舒緩了商場附近彌敦道及金巴利道交通擠塞情況，節省等候及行車時間，惠及整個社區。此外，智易泊使用了窄頻物聯網(NB-IoT)和Wi-Fi的網絡技術 (NB-IoT, WIFI 及藍牙)，迅速準確地將車主會員導航至已預訂的車位。

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

The user-centric mobile app makes effective use of the limited parking space in shopping for uplifting customers' visiting experience and improving the traffic condition near the car park. This app is also a great marketing tool of Mira Place.

這個以客為本的應用程式能有效地運用商場有限的停車位數量，提升顧客的到訪體驗及改善停車場附近的交通。這也是美麗華廣場一個有效的市場推廣工具。

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

## Single Person Transport Design (SPTD) Ltd.
## 天行動力科技有限公司

Share MoBiLET
「共享天輪」車隊管理系統

www.1ptd.com

Hong Kong has an accelerated pace of ageing over the last decade. The number of elderly people aged 65 or older in Hong Kong will reach 2.58 million by 2040. In the view of this, the mobility needs of elderly arise. "Share MoBiLET" is an innovative solution to fill in the gaps in short-mile transportation, offering rental schemes for the personal mobility device - MoBiLET to meet the needs of elderly.

The rental scheme provides fleet management system to rental spots like malls and other management properties with simplified rental process, and allows them to obtain data on visitors' information, including user database access, MoBiLET status, user status and location tracking for easier management.

Most importantly, the solution only requires simple registration steps (fill in basic personal information, watch safety video and agree the terms of service) at any service points for users with mobility needs. After registration, customers can get their mobility unit via wireless activation.

香港的人口老化問題在過往十年間日趨嚴重，預計2040年將有258萬名65歲以上的長者。故此，移動工具的需求有增無減。「共享天輪」是幫助人們短途出行的創新方案，為「天行健」電動代步工具的租用系統，以迎合長者的需求。

另外，為方便商場或其他物業管理人員同時管理及租出多架「天行健」，「共享天輪」設立了車隊管理系統，讓各管理人員可以查閱「天行健」租用狀態、用戶使用時間及位置追蹤等功能。

有需要人士只需到自助櫃位前進行簡單的登記程序（輸入個人資料，觀看安全示範影片，同意租用條款），並選定所需的天行健，便可自動解鎖使用。

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

Share MoBiLET incorporates ICT element to the fleet management system of MoBiLET to cater for the mobility needs of elderly and enable them to manage multiple units of MoBiLET. Users are able to rent MoBiLET at different rental spots easily with just a few steps, improving the quality of life of both the users and their family members with enhanced mobility.

「共享天輪」把資訊及通訊科技元素注入「天行健」車隊管理系統，照顧銀髮族的出行需要及讓管理人員可以同時管理多部「天行健」。現在用戶只需幾個步驟便能於不同的租借點租用「天行健」，用戶及他們的家人的生活質素也因為出行能力提升而得到改善。

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

## Hong Kong Observatory
## 香港天文台

MyFlightWx

**我的航班天氣**

www.weather.gov.hk

MyFlightWx (or 'My Flight Weather' in full) is the first Electronic Flight Bag (EFB), i.e. mobile application for use in the cockpit, and a meteorological application developed by a designated meteorological authority under the International Civil Aviation Organization (ICAO) framework. MyFlightWx is a Geographical Information System (GIS) based weather application specifically designed to support pilots from pre-flight preparation to cockpit operation.

Developed in partnership with a local airline, MyFlightWx fully fits into the workflow of flight dispatcher and pilots. It not only replaces the traditional paper and text-based flight documentation with an electronic version, but also implements advanced decoding and graphical representation of weather information and provides a user-friendly and graphically interactive environment to facilitate users to access and assimilate information. When an air-ground internet link is available, MyFlightWx can also receive the most up-to-date weather information during flights to improve the situation awareness of pilots, thus contributing to flight safety and efficiency. To support the operations of MyFlightWx, the Hong Kong Observatory also operates a database of weather information and a suite of applications that analyse flight plans of individual flights and upload fit-for-purpose information to MyFlightWx to minimise network traffic and most importantly to prevent information overload of the pilots.

「我的航班天氣」是首個由國際民航組織架構下的指定氣象當局所開發的電子飛行包(應用於駕駛艙內)氣象應用程式。透過地理資訊系統，「我的航班天氣」全方位支援機師在起飛前及飛行途中的需要。

應用程式由天文台夥伴一間本地航空公司開發，配合調度員和機師的工作流程而設計，不單取代紙本飛行文件，亦將天氣資訊解譯並用圖像表達，方便用家利用互動介面獲取及整合資訊，提高安全意識及提升飛行安全和效率。若航機備有網絡裝置，「我的航班天氣」更可在飛行途中更新天氣資料。為支援「我的航班天氣」運作暢順，香港天文台亦提升天氣數據庫及一系列的程式，按照航機的飛行計劃選取恰當的天氣資訊，一來減少網絡流量，二來避免向機師發放過量訊息，達至反效果。

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

The electronic flight bag, an innovative gadget, is expected to greatly improve the efficiency of air transport by eliminating the need of pilots to read heaps of document before and during flights. Updated information is provided through electronic means, facilitating information retrieval and enabling easier understanding of data, which reduce the pressure of pilots at work. The solution also helps enhance flight safety, which is of paramount importance in air transport.

此電子飛行包是一個創新的工具，讓飛行員在飛行前和飛行期間不需再閱讀大量文件，大大改善空中運輸的效率。方案以電子方式提供最新資訊、幫助檢索信息和令數據更易被理解，減輕飛行員的工作壓力。飛行包亦有助提升航空運輸中最為重要的航空安全。

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

## Transport Department, the Government of the HKSAR
## 香港特別行政區政府 運輸署

Smart Traffic Control System for
Tai Tam Road (Dam Section)
**大潭道水壩段智能交通控制系統**
www.td.gov.hk

Tai Tam Road (Dam Section) is a declared monument which was constructed more than a century ago. It is the major thoroughfare connecting Chai Wan and Stanley. For years, due to its narrow width of just 5 meters, traffic deadlock often occurred when wide vehicles from both directions entered the road section. Conventional traffic control system allowing only one traffic direction each time was considered ineffective and inflexible due to the fixed traffic signals without regard to the prevailing traffic volume.

The Transport Department has therefore implemented the Smart Traffic Control System (STCS) in Aug 2018, which is the first of its kind in Hong Kong. The system collects real-time traffic flow of each side of the road by 8 sets of vehicle detection units and automatically allocates the optimal green signal time to reduce the waiting time. The project team has overcome the difficulty in interfacing the advanced video detectors and the traditional traffic controller, which was not originally designed to cater for signals from such advanced equipment. Also, the project team has developed a deep learning model which enables the system to survey traffic volumes of different types of vehicles under different environmental conditions, including rain, typhoons and lighting levels.

Upon the commissioning of the STSC, significant improvement to the traffic conditions has been observed. Compared with a conventional traffic control system which took up to around 400 seconds for the drivers to queue and pass through the dam, the STCS now takes only up to around 150 seconds.

大潭道（水壩段）建於一個多世紀以前並已列為法定古蹟，是連接柴灣和赤柱的重要道路。多年來，由於它只有五米寬，當較大的車輛使用該路段時，經常出現堵塞問題。以往曾利用傳統的交通燈號管制實施單線雙程行車，但由於採用預設的燈號，往往未能根據實時情況有效及靈活地分配綠燈時間。

運輸署於是在2018年8月實施了香港首個的智能交通控制系統。該系統利用水壩段兩端的8套車輛檢測單元，監控水壩段兩端的交通流量，從而分配最有效的綠燈時間，以減低延誤。由於傳統交通燈控制器最初的設計並非配合視頻探測器的信號，項目團隊需要克服先進視頻探測器與傳統交通燈控制器連接的困難。此外，團隊開發了深度學習模型，使智能交通控制系統能夠在不同環境條件，包括降雨，颱風和不同程度的光度，偵察不同類型的車輛的流量。

自智能交通控制系統啟用至今，交通情況得到明顯的改善。車輛在傳統燈號的管制下平均等候及通過水壩時間長達約400秒，但利用智能交通控制系統最長只需要約150秒。

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

The team overcame the narrow width of Tai Tam Road and successfully developed the first Smart Traffic Control System (STCS) in Hong Kong, which adjusts the green light signals subject to traffic volume. The STCS reduces the average waiting time in traffic by more than 50%, and at the same time improves road safety. The STCS can be further applied to other narrow carriageway on Hong Kong Island to improve the traffic congestion.

團隊克服了大潭道狹窄的路面限制，研發出香港首個因應交通流量而作出調節的智能交通控制系統，令車輛的平均等候時間比以往減少超過一半，同時能提升道路安全。此系統有望於未來引入港島區其他狹窄的道路，以解決交通堵塞問題。

# Introduction of Leading Organiser
# 籌辦機構簡介

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 empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data and for the responsible use of the technologies behind its standards. We also engage 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 around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology.

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。

香港貨品編碼協會透過提供以全球標準為本的一系列平台、解決方案及服務，為不同行業的企業提升效率、安全性、真確性和可持續性，並推動商業之間的連繫。本會賦予數據一個可信的基礎，讓數據變得準確、可共享、可被搜索並具備鏈接能力。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。

香港貨品編碼協會目前有近 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。

如欲進一步了解香港貨品編碼協會，
請瀏覽 www.gs1hk.org。

## Enquiry
## 查詢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Fax 傳真: 2861 2423 Website 網址: www.gs1hk.org

# Acknowledgement
# 鳴謝

## Organising Committee
## 籌辦委員會

**List in alphabetical order of the English names of organisation 名單按機構的英文名稱順序排列**

| | | |
|---|---|---|
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## Leading Organiser 籌辦機構

**GS1 Hong Kong**
**香港貨品編碼協會**

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- Hong Kong Trade Development Council 香港貿易發展局
- Innovation and Technology Commission 創新科技署
- Invest Hong Kong 投資推廣署

## Supporting Organisations 支持機構

| | |
|---|---|
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## Scoring System 評分系統

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