Hong Kong ICT Awards 2017 香港資訊及通訊科技獎

最佳流動
應用程式獎
Best
Mobile Apps
Award

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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.

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 2017. There will be one Grand Award in each category, and an "Award of the Year" will be selected from the eight Grand Awards by the Grand Judging Panel.

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。

2017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，而最終評審委員會會再從所有大獎中甄選出「全年大獎」。

OBJECTIVE
目的

- To promote Hong Kong's identity in providing quality mobile and wireless technology and application, anytime and anywhere.

- To honour the best local mobile and wireless technology and application development.

- To promote the greater adoption of mobile and wireless technology in business and daily life.

- To encourage further mobile and wireless technology and application development with enhanced creativity, design and commercial value.

- To recognise convergence of internet, mobile and wireless technology in product and service marketing.

- 宣揚香港提供優質流動及無線科技及應用方案的能力。

- 表揚本地最佳流動及無線科技及應用方案的發展。

- 宣揚並擴闊流動及無線科技在商業及日常生活上的應用。

- 鼓勵更多流動及無線科技及應用方案的發展，並加強其創意、設計及商業價值。

- 表彰利用互聯網與流動及無線科技之融合而衍生的產品及服務市場推廣。

Consumer Solutions

- To recognize outstanding mobile solutions or applications that target on consumer market. Mobile applications that facilitate productivity or lifestyle of the mass market, including all kinds of productivity tools, fitness/sports, e-learning/ebook, information, networking, etc.

Enterprise Solutions

- To recognize outstanding solutions available on mobile applications that target the business and enterprise market of different industries, including applications that facilitate sales, work efficiency, communication, market performance etc. of enterprises

Marketing Campaign

- To recognize outstanding Advertising and Marketing Campaign executed through mobile applications that promote campaigns, brands, services or products

Special Mention

To recognize Creative and Innovative application, to appreciate Start-up Company and to encourage the development of Online-to-Offline (O2O) Application, apart from the above Award Streams, there are also several special recognitions. Each applicant to the above award streams can nominate its entry for the below Special Mention(s) (if applicable):

- **Most Creative and Innovative Application**
  (all participating companies will be automatically enrolled in this special mentioned award)
- **Best Online-to-Offline Application**
- **Start-up Company**
  (company established not before 21 Jan 2014)
  (under the section of special recognition)

Mobile applications refer to application running on smartphone platform, Tablet PC, e.g. Android, bada, Blackberry OS, iOS, OMS, Symbian OS, webOS, Windows Mobile, etc.

消費方案

- 表揚以消費市場為對象的出眾流動方案或應用程式,包括任何針對大眾的生產力和時尚生活流動應用程式,如生產工具、健身/運動、電子學習/書本、資訊及社交網絡等。

企業方案

- 表揚在不同行業中的出色商業及企業流動應用程式,以致力為企業提升銷售、工作效率、溝通及服務效能等為目的。

營銷方案

- 表揚出色的廣告及市場營銷活動流動應用程式,以用作活動、品牌、服務或產品宣傳為目的。

特別嘉許

為嘉許創意及革新應用、表揚新晉公司及鼓勵O2O(Online-to-Offline)應用開發,除了上述獎項組別外,大會設立了數個特別嘉許;凡參加上述任何獎項組別的參加者,均可提名參賽作品競逐下列特別嘉許(若適合):

- **最具創意及革新應用**
  (所有參賽公司將被自動提名參與此項目)
- **最佳O2O應用**
- **新晉公司**
  (該公司須於2014 年1 月21 日或之後成立)

「流動應用程式」即運行於下列其中一個或多個作業系統的應用/ 方案:Android, bada, Blackberry OS, iOS, OMS, Symbian OS, webOS, Windows Mobile, etc.

Mr. Kenny Yiu
Chairman,
Hong Kong Wireless Technology Industry Association

姚金鴻 先生
香港無線科技商會主席

WTIA
香港無線科技商會

2016 was a prosperous year of the Mobile App Industry in Hong Kong. Through support from the government as well as the private sector, we see higher growth and development of the entire ICT Industry, especially the start-up community.

Our "Best Mobile Apps Award" recognizes contestants from 3 areas: (1) Consumer Solutions, (2) Enterprise Solutions and (3) Marketing Impact. The Award successfully received entries from various types of companies, showing a strong and healthy development of the Mobile App Industry.

We are now on our 5th edition of "Best Mobile Apps Award", the evolution of mobile communications continues to excite. Smart devices now have become much more widespread, and their uses more sophisticated. Our winners stand out today, showing just how far the creative mobile app today has matured.

Scalebook, the Gold Award Winner of "Consumer Solutions" stream, is a tool using artificial intelligence (A.I.) to help music students practice Scales. The A.I. teacher can instantly analyse students' performance and point out areas for improvement such as intonation, pitch, rhythm and tone.

HAECO Mobile-Line Services provides real-time work itinerary updates for airport staff to better facilitate contingency measures, allowing them to react quickly to itinerary changes.

JEB Furniture lets interior designers design 3D furniture models on mobile device with the use of AR technology.

DPM Pillow Selector is a handheld device to measure shoulder width and neck curvature to help shop sales pick the right pillow for their customers.

Some of our other winners provide Online-to-Offline (O2O) solutions. The well-known HKTaxi App - A passenger-driver pairing solution, is an exemplary taxi platform that serves on-demand travel needs within the city; Anyway allows anyone to become a courier and deliver packages for strangers nearby. Foodbulous breaks the mold of traditional restaurant directories by gathering gourmet recommendations from your close friends.

Once again, WTIA is thrilled to organize the Best Mobile Apps Award for the eleventh year and give recognition to absolutely fascinating work. Thanks once more to OGCIO for sponsoring this great Award, thanks to our Assessors and Judges for attracting top applications and meticulously selecting the best out of them. We finally wish to thank all the applicants for their great effort and devotion in developing wonderful applications that make our lives better in one way or another. We look forward to continued success in the industry!

過去一年是本地流動應用程式行業開花結果的一年。不少公私營機構都非常重視資訊科技、特別是初創業界的發展，它們對業界的支援，如「科技券計劃」，都可讓行業得以持續進步，令本地業界健康發展。

「最佳流動應用程式獎」共分為「消費方案」、「企業方案」及「營銷方案」三個獎項類別，成功吸引了不同公司規模、不同類別的參賽者提交作品，足以證明本地流動應用程式業界發展成熟，多姿多采。

「最佳流動應用程式獎」踏入第五個年頭，流動通訊的生態有很大轉變，智能裝置的效能日漸進步，從得獎名單中我發現不少極具創意的新產品。

本屆「消費方案」金獎得主，Scalebook利用人工智能，幫助音樂學生練習音階。它可分析學生表現，指出音準、拍子、速度、音色等需要改善的地方，用科技輔助導師準確指導學生。

HAECO外勤服務移動系統則是讓機場員工的一站式工作平台，讓他們隨時獲得最新工作訊息，精準地完成機場內爭分奪秒的工序；JEB Furniture則利是AR技術，將家具立體化，讓室內設計師更有效工作；DPM Pillow Selector是一個人體分析工具，幫助店舖員工為顧客測量頸椎弧度及肩膊闊度，選擇合適枕頭尺寸，開發者表示從前需要電話亭大小的儀器才能量度分析，現今只面一部平板電腦便可運作，降低成本之餘更可將銷售點流動化。另外一些團隊以以O2O的理念，直接連繫用家和服務供應者。HKTaxi - 香港Call的士App提供電召的士服務、全民速遞則讓大家都可當上速遞員順路送貨送文件。Foodbulous則打破固有餐飲資訊平台模式，從原本參考陌生人食評方法改為由身邊朋友推介。

香港無線科技商會第十一年籌辦香港資訊及通訊科技獎，為本地出色的流動應用程式及創新意念提供肯定及認同。比賽的成功，有賴各位參賽者的努力、評審的專業評選、以及政府資訊科技辦公室的全力贊助。最後，我相信憑著各位的創意和努力，發展必定會百尺竿頭，更進一步！

Best Mobile App Award Judging Panel
最佳流動應用程式獎評審委員會

HONG KONG
ICT AWARDS
2017 香港資訊及
通訊科技獎

(From Left)

Mr. Ben CHENG
Founder,
Oursky Limited

Mr.Theodore MA
Co-founder,
CoCoon - Born to Fly

Mr. Fred SHEU
National Technology Officer,
Microsoft Hong Kong Limited

Dr. Lawrence CHEUNG
Vice-Chairman,
Hong Kong Wireless Technology Industry Association

Ms. Leona WONG
Executive Committee Member,
Hong Kong Wireless Technology Industry Association

Mr. Kenny YIU
Chairman,
Hong Kong Wireless Technology Industry Association
(not a judging panel member)

Mr. To CHEUNG *(Chairman)*
Immediate Past Chairman & Honorary Chairman (Life),
Hong Kong Wireless Technology Industry Association

Mr. Ralph SZETO
Chairman,
Hong Kong Association of Interactive Marketing

Mr. Wing-hung LO
Publisher / Chief Curator,
Bastille Post

Mr. Erwin HUANG
CEO & Founder,
Weborganic

Mr. Herman LAM
Chief Executive Officer,
Hong Kong Cyberport Management Company Limited

（左起）

鄭斌彬 先生
Oursky Limited創辦人

馬衡 先生
浩觀共同創辦人

許遵發 先生
Microsoft 香港有限公司區域科技長

張梓昌 博士
香港無線科技商會副主席

黃雅麗 小姐
香港無線科技商會執委會理事

姚金鴻 先生
香港無線科技商會主席
（非評審委員）

章濤 先生 （主席）
香港無線科技商會前任主席及
永遠名譽主席

司徒廣釗 先生
香港互動市務商會會長

盧永雄 先生
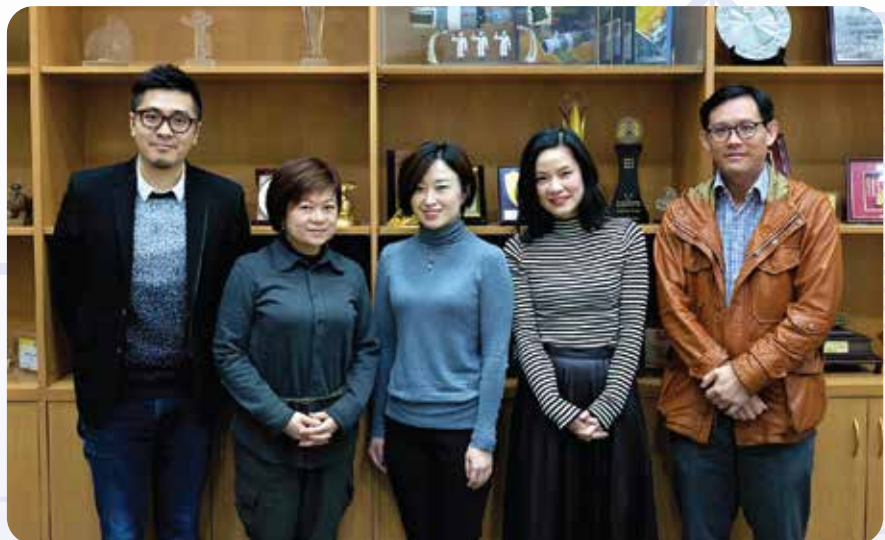巴士的報社長／總策展人

黃岳永 先生
有機上網行政總裁及創辦人

林向陽 先生
香港數碼港管理有限公司行政總裁

Best Mobile App Award Assessment Team
最佳流動應用程式獎評審委員會

Consumer Solutions
消費方案組別

Enterprise Solutions
企業方案組別

Marketing Campaign
營銷方案組別

Best Mobile Apps Award Assessment Team
最佳流動應用程式獎評審小組

(From Left 左起)

Mr. Peter CHOI
Director,
Palapple (Hong Kong) Limited

蔡智文 先生
派亞普（香港）有限公司董事

Mr. Mickey FONG
Technology Editor,
Hong Kong Economic Journal - Startup Beat

尹思哲 先生
信報科技編輯

Ms. Jennifer ZHU SCOTT
Cofounder and Principal,
Radian Partners

朱晉酈 女士
Cofounder and Principal,
Radian Partners

Mr. Gabriel PANG *(Chief Assessor)*
Chairman,
Hong Kong Digital Entertainment Association

彭子傑 先生（主評審）
香港數碼娛樂協會主席

Mr. Leo CHEUNG
Managing Director,
UNWIRE.HK

張宇軒 先生
UNWIRE.HK 董事總經理

(From Left 左起)

Mr. Sammi WONG
Manager of Corporate Venture Fund,
Hong Kong Science and Technology Parks
Corporation

黃少銘 先生
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Dr. Stephen LAM
Chief Operating Officer,
GS1 Hong Kong

林漢強 博士
香港貨品編碼協會營運總監

Mr. Nelson TSE *(Chief Assessor)*
Executive Committee Member,
Hong Kong Wireless Technology Industry
Association

謝小江 先生（主評審）
香港無線科技商會執委會理事

Mr. Ken LO
CEO and Co-founder
ANX International

盧建邦 先生
ANX International
行政總裁及聯合創辦人

Ms. Irene CHU
Partner, Head of Technology,
Media & Telecommunications,
KPMG

朱雅儀 小姐
畢馬威會計師事務所
信息技術、媒體和電信業主管合夥人

(From Left 左起)

Mr. Ringo FAI
Head of Digital, South China,
Saatchi & Saatchi Hong Kong

費友榮 先生
盛世廣告南中國區數字營銷主管

Ms. Elaine CHAN
Co-fouder & General Manager,
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越世代創新媒體集團總經理及聯合創辦人

Ms. Karen WU
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香港數碼港管理有限公司
企業市場及傳訊部主管

Ms. Tania LAU
Director of Marketing, Hong Kong,
Yahoo Hong Kong Limited

劉淑芬 女士
雅虎香港有限公司香港區市場部總監

Dr. Francis NG *(Chief Assessor)*
Executive Committee Member,
Hong Kong Wireless Technology Industry
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吳秉熹 博士（主評審）
香港無線科技商會執委會理事

Best Mobile Apps Grand Award
and Best Mobile Apps (Consumer Solutions) Gold Award
Special Mention (Creative and Innovative Application)

最佳流動應用程式大獎
及 最佳流動應用程式（消費方案）金獎
特別嘉許（創意及革新應用）

Playnote Ltd.

Scalebook

Scalebook™ is a mobile application that helps music students around the world practise Scales, with the help of an artificial intelligence (A.I.) teacher and examiner. Scales playing is a fundamental element in music education, and it is also an essential subject of ABRSM (Associated Board Royal Schools of Music) Exams.

The A.I. teacher can instantly analyse students' performance after they played, pointing out areas for improvement such as intonation, pitch, rhythm and tone, just like a human teacher. Scalebook™ also provides unlimited mock exams, providing instant detailed feedback and marking.

Scalebook™ 為一個內置人工智能老師及考官，幫助全球音樂學生練習音階(Scales)的應用程式。演奏音階為學習任何樂器演奏的必修技巧，也是英國皇家音樂學院 (ABRSM) 考試必考學科。

當學生演奏後，智能老師能即時分析其表現，指出音準、拍子、速度、音色等需要改善的地方，猶如真人老師一樣。Scalebook™亦提供無限次，能夠即時提供詳細報告及分數的模擬考試。

Scalebook™ uses big data method to analyse students' strengths and weaknesses, and displays this information in simple graphical form. All practice and mock exam records are stored on the cloud, allowing teachers to easily track their students' progress. Scalebook™ also provides other tools such as patented interactive fingering, demo recording, etc.

The A.I. teacher can speak Cantonese, Mandarin and English. The app supports different instruments, including violin, flute, trumpet, clarinet, etc. Scalebook™ supports ABRSM Exams Grades 1 to 5, available for download on the App Store.

Scalebook™能夠以大數據方法分析學生的強弱項，及以簡單圖表說明。學生所有練習表現，都會儲存在雲端，讓老師掌握學生的進度。Scalebook™也提供不同的工具，例如參考指法用的專利互動指法樂譜，示範錄音等。

智能老師能說廣東話，普通話及英語。支援不同樂器，包括小提琴、長笛、小號、單簧管等，及適用於ABRSM一至五級的Scalebook™，可於App Store 免費下載。

Comments from Judging Panel
評審委員會評語

This application aims at hundreds of thousands of worldwide students who participate in the ABRSM examinations every year. It can analyze students' performance in a more scientific way and help teachers on managing and improving the learning and practicing experience of the students with more flexibility and less supervision.

With the official authorization and ABRSM license, it is believed that the app has a good potential to grow in a fast and broader pace.

這流動應用程式是為每年全球數以十萬計的學生而設計。它利用科學方法協助分析學生的練習表現，能靈活、有效率地輔助導師管理，同時改善學生的學習和練習體驗。

作為英國皇家音樂學院唯一全球正式授權的音樂學習軟件，此應用程式有相當大的市場發展空間。

Best Mobile Apps (Consumer Solutions) Silver Award and Special Mention (Start-up Company)
最佳流動應用程式(消費方案)銀獎 及特別嘉許（新晉公司）

HKTaxi App Ltd.

HKTaxi - Taxi Hailing App in Hong Kong

HKTaxi, as the first taxi hailing app in Hong Kong, aims to inject efficiency back into taxis services. With the app, passengers can quickly find taxi nearby. They can check the real-time locations of drivers for better journey planning. The driver-rating mechanism and our 24-hour customer service hotline encourage quality services of drivers. We greatly believe that technology can make life easier. HKTaxi, with more than 1 million downloads and 40000 registered drivers, is our attempt to make each taxi ride a pleasant experience for every one of us.

HKTaxi - 香港Call的士App

HKTaxi是香港第一個電召的士手機應用程式，我們銳意把效率和活力重新注入的士服務。透過HKTaxi，乘客可輕鬆地配對附近司機，亦可查閱司機的實時位置，為旅程作更好預算。為鼓勵司機提供優質服務，我們設立了24小時客戶服務熱線和司機評分機制。HKTaxi 至今下載量超過一百萬，並擁有逾四萬名司機會員。我們深信科技能改善生活，在乘客和司機的支持下，HKTaxi 努力改善每次的士旅程的體驗。

Comments from Judging Panel
評審委員會評語

Under the global revolution of sharing economy on service car industry, HKTaxi App positively changed the consumers' usage and drivers' working behaviour in Taxi industry. Although there is a keen competition in Taxi app, this app was a success that a large user base, especially on the driver side, was achieved last year.

汽車服務業正面對全球共享經濟模式的革命，HKTaxi App的出現改變了客戶召喚的士的使用方式及改善了的士司機的工作態度。雖然去年HKTaxi App受到外來參與者的競爭，但他們仍能成功地吸納不少用家，特別是的士司機，表現出色。

Best Mobile Apps (Consumer Solutions)
Bronze Award
and Special Mention (Creative and Innovative Application)
Special Mention (Online-to-Offline Application)
Special Mention (Start-up Company)

最佳流動應用程式(消費方案)銅獎
及特別嘉許（創意及革新應用）
特別嘉許（O2O應用）
特別嘉許（新晉公司）

Inspirit Studio Ltd.
朗天工作坊有限公司

Anyway

Anyway – a P2P courier platform that connects parcel sender and freelance courier by utilizing idle resources on the road, especially passengers at public transportation system. With the concept of "by the way" delivery, Anyway provides a competitive "2 hour delivery" solution comparing with traditional "Next Day" logistic solution. In addition, Anyway's social mission is to provide additional job opportunities to citizens in need.

全民速遞

全民速遞是一個應用了共享經濟概念的點對點式物流平台。我們利用路途上的順路人幫助發件人遞送包裹或物件，在香港物流市場上提供一個以『2小時送達』為標準的革命。全民速遞不但釋放每個人的閒置資源，使其可以自由職業者的角色賺取額外的收入，亦同時提供一個『隨時隨地發送，2小時內送達』的革命性速遞概念。

📍 Comments from Judging Panel
評審委員會評語

Anyway is an innovative solution that makes good use of the retired population and public transportation network in Hong Kong, to accomplish their 2-hour delivery service. Same success can be expanded to other Asian cities and help the retired to earn income for their livings.

全民速遞是一個創新的方案，利用退休人士的勞動力和便捷的集體運輸系統，為客戶提供兩小時內點對點的速遞服務。同樣的成功方案，也可以帶到其他亞洲城市，幫助退休人士帶來收入。

Best Mobile Apps (Consumer Solutions)
Certificate of Merit
最佳流動應用程式(消費方案)優異證書
Hong Kong Observatory 香港天文台

"MyObservatory" Mobile App

The "MyObservatory" is a personalized weather app providing location-based weather services. It was launched on iPhone and Android platforms in 2010 and remains highly popular since then, staying at the top of the most popular weather apps. The "MyObservatory" was completely revamped with significant upgrade in functions in 2015 and 2016, becoming even more versatile when it supported the wearable device, the Apple Watch, in 2016. The "MyObservatory" has been continuously incorporating the latest ICT to provide location-based weather service and timely weather warning notification service customized for individual user's need. This enables the public to take necessary precautions promptly to prevent any loss or damages brought by weather related hazards.

「我的天文台」流動應用程式

「我的天文台」是一個個人化的天氣應用程式,提供定點天氣服務。它在2010年於iPhone及Android平台上推出,自推出以來非常受歡迎,一直排在最受歡迎的天氣應用程式的前列位置。「我的天文台」在2015及2016年進行了全面翻新,功能顯著提昇,亦在2016年支援可穿戴裝置Apple Watch。「我的天文台」一直不斷創新,運用最新資訊及通訊科技,提供切合個人需要的定點天氣服務及天氣警報通知服務,讓大眾可以採取預防措施,以減少任何由天氣相關的危害帶來的損失。

Best Mobile Apps (Consumer Solutions)
Certificate of Merit
and Special Mention (Online-to-Offline Application)
Special Mention (Start-up Company)

最佳流動應用程式(消費方案)優異證書
及特別嘉許（O2O應用）
特別嘉許（新晉公司）

Impressed Technology Ltd.

Impressed Laundry App

The first on-demand, door-to-door pickup and delivery dry cleaning and laundry online platform in Hong Kong, Impressed is using advanced technology to fundamentally change and improve how dry cleaning and laundry is done.

Through our user-friendly mobile app, we strive to be at our users' doorsteps whenever and wherever they need, providing a premium quality, on-demand and convenient laundry service at an affordable price.

Impressed 洗衣 App

作為香港第一家隨叫隨到的上門乾洗及洗衣服務網上平台，Impressed 的願景是為繁忙的香港人提供一個簡單易用及完全符合他們生活方式的優質洗衣服務，讓大眾不用再把寶貴的時間浪費在瑣事上。

我們希望利用互聯網及科技的創新， 改變及改善香港現有的洗衣及乾洗行業。透過我們自主研發的app，我們可以按照客戶的需求隨時隨地上門提供最優質、最方便及實惠可靠的洗衣服務。

Best Mobile Apps (Enterprise Solutions) Gold Award
最佳流動應用程式(企業方案)金獎

Hong Kong Aircraft Engineering Company Limited (HAECO)
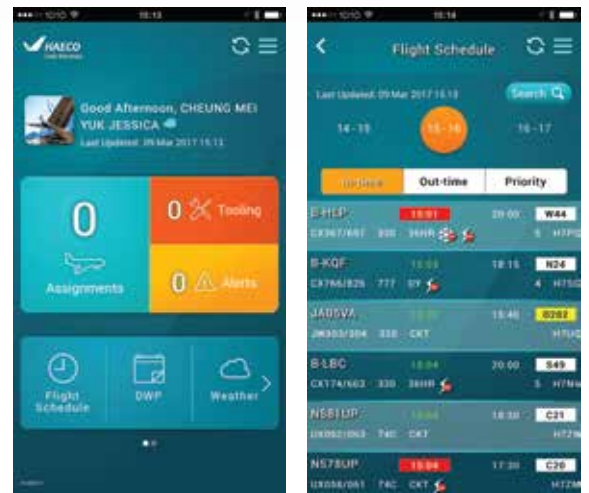## 香港飛機工程有限公司

HAECO Mobile 一 Line Services

"HAECO Mobile - Line Services" is a mobile application that provides an integrated communications platform to the HAECO Line Services (LS) frontline staff so that they can access & input the latest work related information anywhere and anytime effectively.

The LS teams can use the mobile application to view flight schedules and assignments on the day; cross-check unreturned tools; receive weather warnings; do check in/out and perform event logging on aircrafts.

It greatly reduces the communications overhead and travel time to the mobile workforce due to geographical locations, education levels, languages; and transforms the working culture to drive for operation efficiency.

This mobile application enables HAECO to deliver professional and high quality engineering services, which directly contribute to the quality operation in the Hong Kong International Airport.

HAECO外勤服務移動系統

HAECO外勤服務移動系統是為香港飛機工程有限公司外勤服務的前線員工提供的一個綜合資訊互動平台，用以輔助前線工作人員之間的協調，及時溝通，以及工作調配和信息更新。

此移動系統會為前線同事提供與其工作相關的實時資訊，包括航班資料、其當天的工作分配、閃電警告等天氣狀況，提示未歸還的工具，以及報告員工與停機坪設備的實時分佈狀況，以便作出資源調配。

它不僅有助於提高前線員工的生產力和績效，確保飛機維修的質量，還有助於提升香港國際機場的運作效率。

Comments from Judging Panel
評審委員會評語

This is a well-designed platform for engineering staffs to have effective information exchange with their colleagues on daily work activities for better operation tracking.

The improvement on the operation efficiency by this tool can obviously benefit the company, the Hong Kong Airport and ultimately the travelers to Hong Kong.

這是一套設計優良和有效率的資訊存取平台，讓機場內工作的工程人員，接收工作日程等資訊和提交工作進度，方便管理日常運作。

這平台能提升管理效率，為該公司、香港機場和來港的旅客，帶來效益。

Best Mobile Apps (Enterprise Solutions) Silver Award
and Special Mention (Creative and Innovative Application)
最佳流動應用程式銀獎
及特別嘉許（創意及革新應用）
Visionaries 777 Ltd.

JEB Furniture

Interior designers spend countless hours creating and modifying renders for customers who need to visualize their designs. The revolutionary JEB furniture app allows real-time designs in 3D to digitally recreate any space using a smart phone or tablet. The app contains the same products found inside the paper catalogue of individual brands, but in digital version.

Designers can download the app, visualize and select from JEB's furniture brands items, choose multiple furniture pieces and begin designing in front of the viewers.

These designs can be saved and viewed with a 360-degree tool, as if the customer was standing in the middle of the space. The furniture pieces can also be viewed in Augmented Reality, allowing designers for more flexibility when designing a space. This helps designers and customers visualize the furniture in their actual space virtually.

JEB Furniture

室內設計師往往花費無數小時利用渲染方式去為顧客製作和更改他們心目中的設計。這個創新的JEB 傢俬應用程式能在虛擬的3D環境下實時製作任何室內設計。這應用程式包含市面上能找到的傢俬牌子和產品，令設計更得心應手。

設計師下載程式後，可即時在顧客面前為他們作出相應的設計。

程式能儲存設計，並用360度的形式去觀賞，令顧客能感覺身置其中。 這些傢俬亦能以擴增實景的方式，在現實世界中呈現，為設計師和顧客提供另一個角度去觀賞設計。

Comments from Judging Panel
評審委員會評語

This solution is convenient for users to visualize the 2D design together with the furniture provided from the business partners.

It also has good potential to expand to different product category, like cars. Consumers can view the details of a large product anywhere and anytime.

JEB Furniture給客戶一個簡便的解決方案，把平面的室內設計，糅合商業客戶提供的傢具，一同以立體的視覺效果呈現。

這方案還可使用在其他類別的產品上，如汽車等，隨時隨地讓客戶瀏覽更多產品的細節和內容。

Best Mobile Apps (Enterprise Solutions) Bronze Award and Special Mention (Creative and Innovative Application)
最佳流動應用程式(企業方案)銅獎 及特別嘉許（創意及革新應用）

DPM Sleep Solution Ltd. / VTL-Solutions Ltd.
DPM Sleep Solution Ltd. / 俊才系統有限公司

DPM Pillow Selector

REVEALS YOUR PILLOW CODE

Using our unique DPM® Pillow Selector,we can determine the accurate size of your cervical curve and the breadth of your shoulders in less than 30 seconds. Based on the scientific data, you can choose the perfect pillow that suits your personal comfort.

DPM Pillow Selector

瞬間找出你的 Pillow Code

在 DPM，我們為你準備好 DPM® Pillow Selector，只需30秒，即可精準判別你的頸椎曲線、肩膊尺寸，找出專屬於你的 Pillow Code，並為你選配尺碼最合適的枕頭。

Comments from Judging Panel
評審委員會評語

This innovation not only reduces the space occupied by testing equipment or samples in shops, but also simplifies the learning and training process of the local and overseas frontline staff. This can also attract more customers and enhance company image with the use of mobile technology at the point of sales

這個構思不但能大大縮減器材佔據的空間，也可簡化本地和海外的前線銷售員的培訓和銷售過程。同時，此流動應用方案也可吸引更多顧客，令公司的形象得以提升。

Best Mobile Apps (Enterprise Solutions) Certificate of Merit and Special Mention (Start-up Company)
最佳流動應用程式(企業方案)優異證書及特別嘉許（新晉公司）

PT Connect Ltd. 賦職有限公司

WorkKing

WorkKing provides a solution to the complicated traditional recruitment process through creating the first part-time and temporary job recruitment mobile application platform in Hong Kong. The process is very simple. Employers simply input the job information such as date, time, salary and candidate requirements to create job postings. Applicants can then easily scroll through numerous job postings according to their preferences on job type and then apply for jobs. Furthermore, the platform enhances the transparency of part time and temporary jobs as job salary, working venue, working hours and pay day are all displayed along with the job descriptions. Employers can see who has applied for their jobs and select their preferred candidates. These can all be done within the comforts of their homes or offices.

炒散王

炒散王是香港首個配對散工的應用平台，它可以把要找短期工作的僱員和僱主直接聯繫起來。整個過程十分簡單，僱主只需要選取工作的要求就可以很快地建立空缺資料。僱員可以根據他們的要求和意願選擇工種跟職位空缺。由於工作的薪資水平、工作地點、時間和工作要求都被清楚列明，因此炒散王能提高兼職跟臨時工的透明度，僱主可以收到提示知道誰申請他們的工作，讓他們選擇適合的僱員，這可以在辦公室，甚至在家裡都很容易做到。

Best Mobile Apps (Marketing Campaign) Silver Award
and Special Mention (Creative and Innovative Application)
最佳流動應用程式(營銷方案)銀獎
及特別嘉許（創意及革新應用）

Innopage Ltd.

Foodbulous

Discovering great restaurants through friends and foodies, Foodbulous is a restaurant guide that simplifies restaurant searching experience. Create your lists of restaurants and follow the people who share your taste.

Foodbulous

Foodbulous以「真推介、堅識食」為宗旨，建立了一個以朋友口碑為先的飲食平台。除了有餐廳資料及食評等資訊，食家可自設卡組，個人化地整理喜愛的餐廳，紀錄飲食足跡，分享品味。Foodbulous務求做到謝絕打手，減少中伏。

Comments from Judging Panel
評審委員會評語

Foodbulous is a localized platform for food and restaurant reviews, from the sources of own friends or review guru, without commercial influence. This is a refreshing attempt to bring food reviews back to the hands of customers and allows the customers to comment and share from their own points of view.

Foodbulous是一個非常本地化平台，讓一眾食評人和用戶於朋友群組上交流飲食心得，杜絕商業元素的食評。

這是一個全新的嘗試，把食評交回客人的手上，以食家的角度評價及分享食物和餐廳。

Best Mobile Apps (Marketing Campaign) Certificate of Merit

最佳流動應用程式(營銷方案)優異證書

dEYEy InnoTech Ltd 順景創意科技有限公司

ShopToPlus

In recent years, most upstairs shops post their highlights on Instagram and also use Hashtag for product categorization. This observation inspires us to develop a revolutionary marketing tool, ShopToPlus. The rationale behind is to save shop owners' resources in setting up a professional eShop from scratch!

With the transformation of Hashtags into category buttons and our self-developed Meta Hashtag technology, ShopToPlus can automatically import pictures and information. It enables all shop owners to manage their eShops directly via Instagram and get rid of the difficulty in adopting a complicated eShop back-end system, which helps to solve the limited manpower problem in small shops. That's ShopToPlus's mission!

ShopToPlus

近來多了很多樓上店將產品圖片上載到Instagram，有些更利用Hashtag作為分類。就是這個現象啟發我們建立ShopToPlus，我們的意念是要開發一個能自動將Instagram帳戶變成網店的平台，使小店不用花大量資源由零開始建立。

將Hashtag變成產品分類按鈕，再利用我們獨創的Meta Hashtag，作為價錢及產品屬性等資料，ShopToPlus自動導入圖片及資料，變成設計與功能齊備的網店。此外，日常管理產品信息全在Instagram的帖子裡進行，店主不用在網店後台重覆輸入，以解決小店人手不足的問題。

Introduction of Organiser
籌辦機構簡介

About Hong Kong Wireless Technology Industry Association (WTIA)

Stretching Possibilities with Wireless

Hong Kong Wireless Technology Industry Association (WTIA) established in 2001, is a not-for-profit, politically-neutral trade association dedicated to the wireless and mobile industry.

The Association acts as a platform, an aggregator, and community for industry professionals to learn and drive emerging wireless and mobile technologies, governance and standards. It facilitates networking between like-minded professionals, boost interoperability between networks and devices, and strives to help all organizations apply these technologies to existing or new business.

WTIA also represents and is supported by digital industries pertaining to mobile such as digital entertainment, digital marketing and start-up sectors.

關於香港無線科技商會 （WTIA）

無線流動 無遠弗屆

香港無線科技商會（WTIA）成立於2001年，是一個非盈利機構，為從事無線科技的企業提供中立的資訊平台，以促進業界發展。

本會作為業界樞紐，致力推廣社會各界對無線科技的關注，以及提倡無線科技及流動技術方案的開發和應用。除了促進業界之間的交流和合作外，本會亦協助提升本地無線科技在軟/硬體開發方面的專業水準，積極支持科技企業拓展業務。

十多年來，本會一直受同業支持，包括數碼娛樂，數碼營銷和初創企業等。

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Acknowledgement
鳴謝

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Immediate Past Chairman & Honorary Chairman (Life),
Hong Kong Wireless Technology Industry Association

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香港無線科技商會前任主席及
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HONG KONG
ICT AWARDS
2017 香港資訊及
通訊科技獎

Office of the Government Chief Information Officer,
The Government of the Hong Kong Special Administrative Region
香港特別行政區 政府資訊科技總監辦公室

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