Hong Kong ICT Awards 2021 香港資訊及通訊科技獎

Digital Entertainment Award
數碼娛樂獎

Award Streams
獎項組別

Animation and Visual Effects
電腦動畫及視覺特效

Entertainment and eSports Software
娛樂及電子競技軟件

Interaction Design
互動設計*

*****Art Tech** is **newly added** content to the **Interaction Design** award stream in this edition

*****藝術科技**是今屆新增至 互動設計獎項組別的參賽內容

Leading Organiser

Hong Kong Digital Entertainment Association
香港數碼娛樂協會
HKDEA

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Digital Entertainment Award
數碼娛樂獎

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 talent 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 2021. 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.

2021

Message from Chairman of Leading Organiser
籌辦機構主席獻辭

Mr Gabriel PANG
Chairman, Hong Kong Digital
Entertainment Association

彭子傑 先生
香港數碼娛樂協會 主席

Last year, despite COVID 19 pandemic, the development of Hong Kong's Digital Entertainment industry was not hindered. On the contrary, most of the people stayed home to fight the pandemic, leading to a significant increase in market demand for Digital Entertainment, which has further enhanced the industry growth.

The Awards has come to our 15th edition, and over a hundred applications were received. Same as before, the competition is ¬fierce this year and every contestant is competing to win the honor. So, I have to thank you for the support and congratulate to all winning companies and organizations.

Among the awards entries this year, whether it is from interactive design, games or animation streams, there are many works with high quality and great creativity with proven local and overseas market potential. These successes rely on the concerted efforts of every industry practitioner and the government's support. Digital entertainment industry is a fast-growing sector, I hope the works launched by the industry will have more successes, and the sector will go from strength to strength.

在過去的一年間，即使受到疫情影響，也無阻香港數碼娛樂業發展，相反地，近期不少人留家抗疫，尋找娛樂消遣，市場對數碼娛樂需求明顯增加，無疑進一步帶動了行業的發展。

數碼娛樂獎踏入第十五年，今年總共收到過百個參賽申請，實在是多謝大家支持。每年的競爭都很激烈，大家力爭各個獎項。在此恭喜各得獎公司及單位。

今年數碼娛樂獎的參賽作品中，無論是互動設計、遊戲或動畫，都有著不少有水準、有技術，而且富有創意的參賽作品，並且有能力打入海外市場，證明香港數碼娛樂業正在邁向更專業的發展道路發展，這些都是有賴大家齊心努力，及政府對業界的支持才會成功。數碼娛樂業近年快速成長，期望能一直看見香港業界推出的作品越來越成功，為業界增添動力。

我謹代表香港數碼娛樂協會多謝政府資訊科技總監辦公室一直對數碼娛樂獎的支持，亦多謝各同業、支持機構、團體及所有協力單位的支持。更要再一次多謝各評審委員的無私付出，令香港資訊及通訊科技獎－數碼娛樂獎得以順利舉行。

Digital Entertainment Award Judging Panel
數碼娛樂獎評審委員會

Chairman of Judging Panel 評審委員會主席

1   **Mr YUNG Kai-tai**   **Honourary Advisor, Hong Kong Digital Entertainment Association**
    容啟泰 先生   **香港數碼娛樂協會榮譽顧問**

Members of Judging Panel 評審委員會成員

2   **Dr Wendy WM LEE**   Regional Manager (HK & Macau), Autodesk Far East Ltd.
    李煥明 博士   歐特克遠東有限公司香港及澳門地區總經理

3   **Dr Eric SL LIU**   Deputy Executive Director, Vocational Training Council
    廖世樂 博士   職業訓練局副執行幹事

4   **Ms Jersey Yuen**   Assistant Head, Create Hong Kong of the Government of the Hong Kong Special Administrative Region
    袁賽芳女士   香港特別行政區政府創意香港助理總監

5   **Dr Henry MA**   Associate Dean (School of Design) , The Hong Kong Polytechnic University
    馬志輝 博士   香港理工大學副院長（設計學院）

6   **Mr Kenny Chien**   Chairman, Hong Kong Software Industry Association
    錢國強先生   香港軟件行業協會會長

7   **Mr Hendrick SIN, MH**   Co-founder and Executive Director and Vice Chairman, China Mobile Games and Entertainment Group Ltd.
    冼漢迪 先生, MH   中手游集團有限公司聯合創始人及執行董事及副董事長

In Attendance 列席

8   **Mr Gabriel Pang**   Chairman, Hong Kong Digital Entertainment Association
    彭子傑先生   香港數碼娛樂協會會長

9   **Prof KF WONG**   Associate Dean (External Affairs), Faculty of Engineering, The Chinese University of Hong Kong
    黃錦輝教授   香港中文大學工程學院副院長（外務）

(* In Arbitrary Order 排名不分先後)

Digital Entertainment Grand Award
and Digital Entertainment (Interaction Design) Gold Award

數碼娛樂大獎
及數碼娛樂（互動設計）金獎

MatrixSense　Technology　Group　Limited

www.infanity3d.com

Infanity3D™ 3D Holographic Imaging System

Infanity3D™ is a new patented 3D holographic imaging system using POV technology and high-intensity LED technology after 12 months of R&D. Together with our proprietary programming, Infanity3D™ can display SHARP and DETAIL 3D images in mid-air without wearing physical headsets. Not only does Infanity3D™ display stunning 3D images, it can also be connected with external audio and interactive system with our API portal.

Infanity3D™ 3D懸空影像系統

Infanity3D™是擁有國家知識產權的領先3D懸空影像系統，應用人類視覺暫留(POV)技術，通過超高密度的LED燈帶旋轉讓消費者可以裸眼看到3D畫像，抓住消費者的眼球，實現高密度人流。Infanity3D™採用專屬編程系統，外表設計纖薄時尚，能夠呈現更清晰，生動的3D圖像。自2018年推出以來，廣受多家高端品牌的青睞，更佈局到15個國家，陸續應用在線下實體店、發佈會、線下活動、展會等。

Comments from Judging Panel
評審委員會評語

The 3D Holographic Imaging System is a successful product with good integration of advanced technologies. The advanced programming allows precise image synchronization. The product is simple to use and eye-catching for exhibition and window display. The company has strong edge among overseas and mainland competitors and is quite unique in Hong Kong. Sold at an affordable price, the product has strong marketing potential with good track records in sales and clientele and many successful and innovative applications of the product.

INFANITY3D™

Display Dimension:
65cm*65cm

Display Size
0.332m²

Thickness
50mm

270 LEDs

4 Light Strips

High Resolution
1080*1080

Weight 600g

Life Span Successively
Functioning for 30,000 Hours

3D懸空影像系統是一款融合了先進技術的成功產品，其高級編程令圖像能精確同步。產品使用簡單，用於展覽和櫥窗展示引人注目。公司在海外和內地的競爭者中具有很強的優勢，在香港亦獨樹一幟。該產品價格適中，具有明顯的市場潛力，有許多成功和創新應用。

Digital Entertainment (Interaction Design) Silver Award
數碼娛樂（互動設計）銀獎

Soundbrenner Limited
www.soundbrenner.com

The Metronome by Soundbrenner: master your tempo

Soundbrenner is dedicated to help musicians practice better and reach their musical goals. To do that, we make innovative music tools that remove the hassle from practice. The company created an innovative smartwatch that features a powerful 7G vibration motor that lets you literally feel the beat of the music you want to play. With our iOS and Android app "The Metronome" you can synchronize a whole band to feel the beat together. The devices also include specialized components for a contact tuner and dB meter. The wearables and apps are already used by over 600,000 musicians every month.

Soundbrenner 節拍器： 掌握你的節奏

Soundbrenner致力於幫助音樂家更好地練習並實現他們的音樂目標。為此，製作了創新的音樂工具，減少了練習中遇見的困難。加上製造了一款創新的智能手錶，配備強大的7G振動電機，讓用戶真正感受到想要播放的音樂節拍。同時公司也研發了iOS和Android的"節拍器"方案，整個樂隊可以同步一起感受節拍。智能手錶設備還包括用於接觸式調音器和分貝計的專用組件。每月超過600,000 名音樂家使用了這套手錶設備和應用程式。

Comments from Judging Panel
評審委員會評語

As a pioneering company in developing metronome application and product, its exclusive features designed for musicians serve good purpose for music performances and practices. The powerful customization helps musicians to play with rock-solid precision. The mature and successful product has generated proven commercial success with excellent R&D in Hong Kong. The company also leverages the position of Hong Kong in relation to Great Bay Area successfully in reaping best possible benefits in production development and sales.

作為節拍器應用程式和手錶產品的先驅，其專為音樂表演者設計的音樂表演和練習服務功能完善。客制化的功能可幫助音樂表演者進行精確的演奏。憑著出色的研發，這款產品在香港取得了商業上的成功。該公司還成功利用香港在大灣區內的優勢，在產品開發和銷售方面獲得最佳收益。

Digital Entertainment (Interaction Design) Bronze Award
數碼娛樂（互動設計）銅獎

Gusto Labs
www.linkedin.com/company/gustolabs

Art For Everyone @HKMoA

Gusto Labs was the digital partner for the #ArtForEveryone campaign in which they developed the campaign website and AR app. With HKMoA's artwork as the star, Gusto developed an app experience that not only highlighted relevant artworks in the area but would also spur viewer's interaction through the AR camera. By scanning selected artworks, various animations specific to the artwork would play and contextually bring the audience closer to the art. For example, the AR application would portray traditional paintings in modern scenarios and extend the dimension of artwork beyond a flat surface, moving artwork out of the museum and even out of the frame. In the end, creating intentional and relevant AR interactions that would allow the audience to easily participate in the creative process of the original artwork was key to our success.
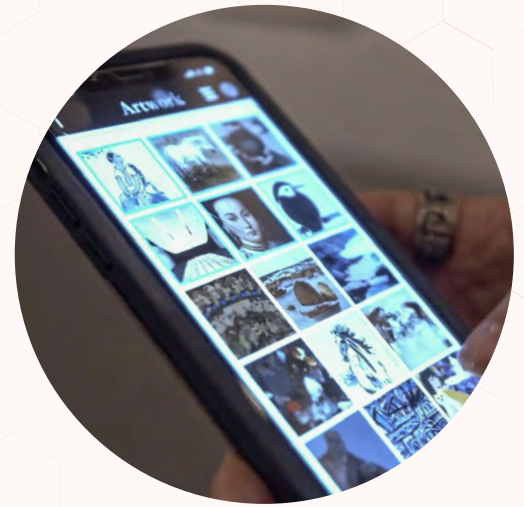
我們的·藝術館

Gusto Labs 是 <我們的藝術館> 合作夥伴，主要開發活動網站及通過擴增實境攝像鏡頭與藝術品進行互動體驗的應用程式。通過攝像鏡頭掃描選定的藝術品，特定的視覺效果、音效和動畫將會播放，令觀眾更能接近藝術品本身。例如應用程式利用擴增實境，將藝術品帶離畫框和藝術館，及將傳統的繪畫展示到平面以外。<我們的藝術館>成功的關鍵，是透過創造互動性的擴增實境內容，讓觀眾能夠輕鬆參與原始藝術作品的創作過程。

Comments from Judging Panel
評審委員會評語

The free download AR mobile application is impressive and is a good example of successful "Art Tech" application. The application allows users to search for locations and find the closest artworks via map view, discover the artwork's information and activate AR Mode to engage with AR-enabled images. With creative features and excellent content design of the AR artworks, the application brings the unexpected world of visual arts to the public. It provides fun, engaging and interactive city-wide AR experiences to users, as to present art for everyone.

<我們的藝術館>這個免費下載的AR手機應用程式，是「藝術科技」應用的成功例子。應用程式讓用戶通過地圖搜索最近的藝術品位置，發掘藝術品的資訊並啟用AR模式與藝術品互動。應用程式的創意功能和出色的內容設計，為公眾帶來了意想不到的視覺藝術世界。它為用戶提供有趣、引人入勝和互動的全城AR體驗，為每個用戶呈現藝術。

Digital Entertainment (Interaction Design) Certificate of Merit
數碼娛樂（互動設計）優異證書
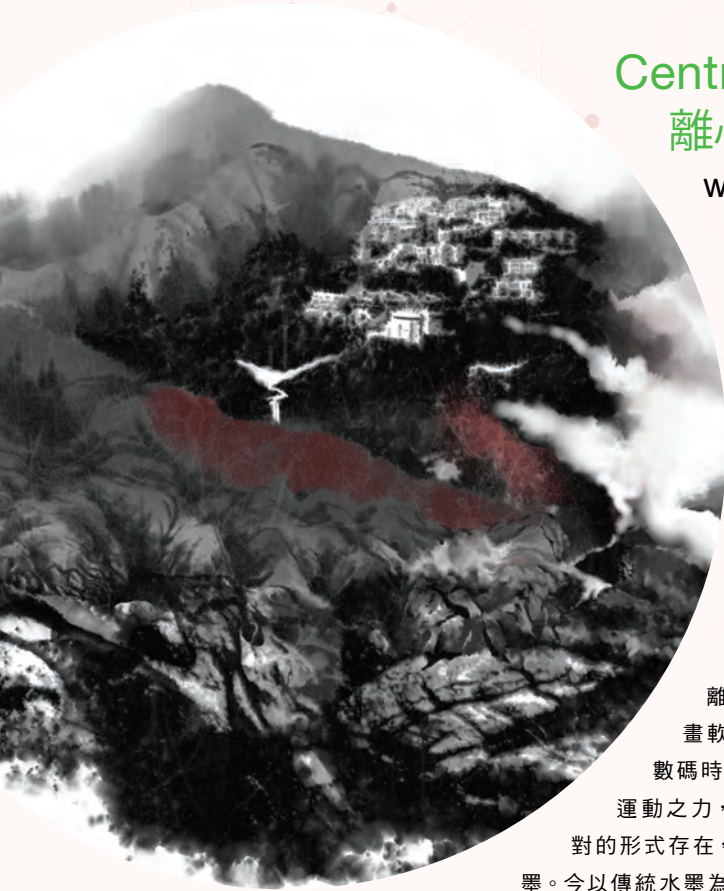
Centrifugal Art Force (Wong Chung-yu)
離心藝力（黃琮瑜）

www.pureink.org

Pure ink

Pure ink is a freeware specialized in ink painting and takes the mission of bridging ink art with the digital era. The Chinese name of it means exerting centrifugal force on ink art. As force always exists as a pair, this suggests the presence of centripetal force. The origin where the force towards brings us the tradition of ink art. By taking advantage of the digital era, this software extends the possibilities of this art form outward while it still bonds with the origin unchangeably.

離心一墨

離心一墨是免費公開的水墨繪畫軟件，以推動水墨藝術接軌數碼時代為使命。名字中離心乃運動之力，而力於天道中恆常以一對的形式存在，故離心一墨實乃向心一墨。今以傳統水墨為此心之源頭，立足於此，乘數碼時代之利，以離心之勢拋擲水墨創造的種子，心念源頭，足下追新拓遠。

Digital Entertainment (Entertainment and eSports Software) Gold Award
數碼娛樂（娛樂及電子競技軟件）金獎

Ghostpie Limited
www.ghostpiegames.com

Paranormal HK

Paranormal HK is a first-person horror game about urban legends of Hong Kong. The story is about a crew of online supernatural channel "Beyond the Invisible" went to Kowloon Walled City to film a short movie for their latest episode and encountered something out of their expectations. This game was developed using Unreal 4 Engine, giving an immersive game experience in a 3D realistic Hong Kong environment featuring Kowloon Walled City etc. The original story is based on Hong Kong famous urban legends and Chinese Opera culture. 400,000 copies of the game have been sold worldwide on Steam with 89% positive reviews.

港詭實錄

《港詭實錄》是一款第一人稱冒險遊戲。故事講述一群年輕人為了錄製探靈節目"逃出靈界點"來到九龍城寨遺址。遊戲採用Unreal Engine 4 研發，寫實還原了九龍城寨，公屋等場景。遊戲劇情糅合香港都市傳說和粵曲文化，在Steam平臺全球目前售出超過40萬份。

Comments from Judging Panel
評審委員會評語

"Paranormal HK" is a high-quality horror game about folklores in Hong Kong. With game background set within Hong Kong's Kowloon Walled City, the art direction and the storyline are stunning. The two-person production team masters excellent technical skills to make the game setting realistic, such as the infrastructure of streets and buildings. It has proven commercial results and great exposure in Mainland China market.

《港詭實錄》是款高品質香港民間傳說恐怖遊戲。二人製作團隊技術出色，遊戲背景設定在香港九龍城寨，遊戲的美術和故事情節設計相當認真，背景製作非常逼真，如街道和建築物的基礎設施，令觀眾更投入去玩。遊戲在中國內地市場取得了良好的商業成果和曝光度，值得嘉許。

Digital Entertainment (Entertainment and eSports Software) Silver Award
數碼娛樂 (娛樂及電子競技軟件)銀獎

Trefle & Co. Limited

www.trefle.net

Dashero: Sword & Magic

"Dashero" is a casual roguelike action mobile game that has been officially released on both Android and iOS in October 2020. This game is a sophistically crafted game by a team of more than six years of experience in developing 3D action game system. The game features attractive cartoon 3D graphics with smooth interactive animations. Players can enjoy smashing and shooting against many different monsters in this fantasy world. The game has achieved a record of more than millions of downloads with high ratings and also been recognized as the "Best 4 game companies in game marketing" of the 2nd "Game Enhancement and Promotion Scheme" organized by Hong Kong Digital Entertainment Association and won the Big Indie Pitch Silver Award from Pocket Gamers in UK.

弓箭手死了！唯有勇者的我出戰！

《弓箭手死了！唯有勇者的我出戰！》是一款休閒類roguelike動作手游，於2020年底正式在Android和iOS平台發佈。遊戲是利用團隊6年開發3D動作遊戲系統的經驗精心打造的一款精品遊戲。

該遊戲具有吸引力的卡通3D設計和爽快流暢的動畫。玩家可以在這個奇幻世界中享受對眾多不同怪物的挑戰。遊戲在十個月內成功獲得了超過百萬的下載量，並獲得了香港數碼娛樂協會舉辦的第二屆「香港遊戲優化和推廣計劃」的最優秀四間入選公司遊戲推廣表現獎之一和英國Pocket Gamers 的 Big Indie Pitch 獎。

Comments from Judging Panel
評審委員會評語

"Dashero: Sword & Magic" is a 3D action game in lovely cartoon style. The game development is technically strong with high quality and attractive graphics up to international level, the game has achieved impressive market results with good revenue and downloads from worldwide. The judges are glad to see this locally produced game has been successful with such great overseas market potential.

《弓箭手死了！唯有勇者的我出戰！》是一款具有卡通風格的3D動作遊戲。遊戲開發技術成熟，在電腦圖像及美術方面鋪排細緻，憑藉其媲美國際水準的遊戲設計，吸納時下一般喜愛卡通風格遊戲的玩家們。遊戲的全球收入和下載量都取得了驕人的業績。評審團樂見這款香港原創遊戲具有良好的海外市場潛力。
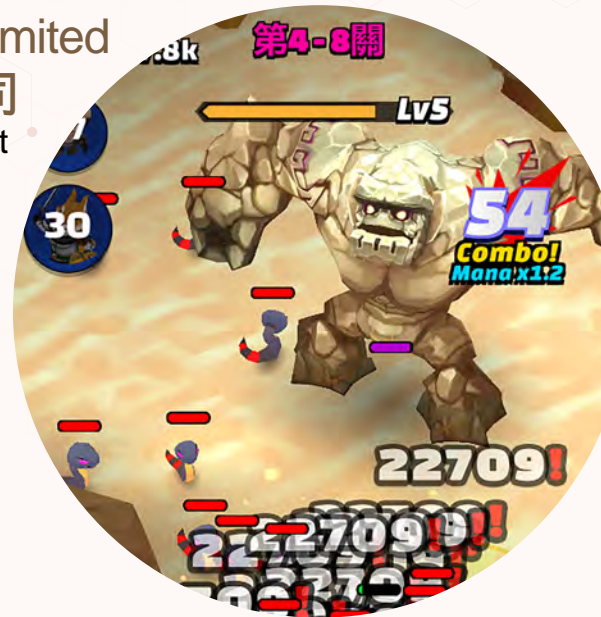
AMAZING CHAIN ATTACK!

Digital Entertainment (Entertainment and eSports Software) Bronze Award
數碼娛樂（娛樂及電子競技軟件）銅獎

Minidragon Limited

www.minidragon.net

Tiny Fantasy!

Tiny Fantasy! is a Hack and Slash game for the Mobile platform. Focusing on simple control, the game is played in portrait mode with one hand so players can play anywhere. The innovative combat system allows players to perform combo attacks and spells with easy swipes and taps. The game places high emphasis on fighting large groups of enemies using physics-based combat interactions, for maximum satisfaction. There are different hero archetypes for player to choose from to reflect their personality and play style, such as the close-combat classic hero - Knight, and the glass cannon spellcaster - Mage.

迷你戰記

迷你戰記是一款以手機為平台的劈砍遊戲。為求最簡易的操作，迷你戰記被設計成單手也能操作的直屏手機遊戲，使玩家隨時隨地均可遊玩。其創新的戰鬥系統讓玩家只需簡單點擊及拉曳，就可以輕鬆進行連擊以及施放效果強大的技能。遊戲亦著重於戰鬥中的物理互動，在與成群的敵人戰鬥時，就更能體現出一騎當千的爽快感。迷你戰記擁有不同設計概念的英雄角色，讓玩家能根據自己的喜好及戰鬥風格，選擇不同的出戰角色。例如常規的近戰角色－劍士，以及法術型玻璃大炮－法師。遊戲的營利模組則是以抽獎的形式，讓玩家收集更多的冒險夥伴，一同組隊征服一個又一個的地城。

Comments from Judging Panel
評審委員會評語

As an adventure RPG mobile game produced by a small Hong Kong team, the innovative gameplay of "Tiny Fantasy!" allows players to play with easy swipes and taps with just one hand. The team has achieved a technical breakthrough that deserves a compliment. The unique and strategic market positioning differentiates the game from the market competitors and drives significant growth.

作為一款由香港遊戲製作團隊出品的冒險RPG手遊，《迷你戰記》的玩法創新，玩家只用一隻手便能輕鬆滑動和點擊進行遊戲。遊戲製作團隊取得了技術突破，值得表揚。另外，遊戲獨特且具有策略的市場定位，成功提高了遊戲的市場競爭力。

Digital Entertainment
(Entertainment and eSports Software) Certificate of Merit
數碼娛樂 (娛樂及電子競技軟件) 優異證書

Paro Limited 派樂有限公司
parogames.com

Healing Spree

"Healing Spree" is a tongue-in-cheek hospital simulator featuring co-op for up to 4 players. Play as healthcare heroes on call to diagnose, help, and treat as many patients as humanly possible in different universes while maintaining your sanity AND friendships! With the current pandemic, Paro Limited delivered a fun, yet positive message to the public. Players are taught to always clean and wash their hands. They have to cooperate and manage the patients in the hospital properly. The game was featured by Steam Festival 2021 from 18 out of 500 games in the world. There are more than 200 news reported online and more than 300 influencers reviewed the game.

大救特救

「大救特救」是一款支持1 - 4人遊玩的混沌醫療模擬遊戲。你將成為醫護英雄，去診症、醫治來自不同宇宙的病人。同時維持自己的理智和保護同伴之間的友情！就目前嚴峻疫情影響下，派樂有限公司為世界帶來了一個有趣，並且有正面意義信息的遊戲。遊戲會教導玩家如何洗手及經常保持清潔，玩家需要合作，正確處理病人及保持醫院清潔。「大救特救」成功於2021年在全球500個新推出遊戲中脫穎而出，成為Steam特選的18個精選主題遊戲之一。至今已有超過二百段線上新聞報導及超過300個據影響力的KOL正面評價「大救特救」。

Digital Entertainment (Animation and Visual Effects) Gold Award
數碼娛樂（電腦動畫及視覺特效）金獎

Penguin Lab Limited
www.penguinlab.net

Dragon's Delusion – Preface

If our soul needs a shell, how does a human body differ from that of a mechanic robot's?

What if the search of life or death leads only to the same truth?

This is a story of a robot searching for its own soul. With a unique visual and style, we are re-writing history and turning a new page of sci-fi adventure!'

離騷幻覺 – 序

如果靈魂的歸宿只需要一個軀殼，人與機械人其實有什麼分別；求生與尋死所指向的，會不會是同一個真相？

這是一個機械人探求靈魂的歷險故事。全新視覺、全新風格，重構歷史，打開未來科幻新一頁！

Comments from Judging Panel
評審委員會評語

"Dragon's Delusion - Preface" is a visually unique sci-fi animation with spectacular worldview of its own. The mysterious storyline of a robot searching for its own soul draws international audiences' attention. The animation delivered a rich content of dazzling visual effects, overwhelming sound effects and fantastic viewing experience. With the impressive mixture of animation technique and computer effect, it has great potential for the story and computer animation film development. This is breathtaking animation which deserves a compliment.

《離騷幻覺－序》是一部視覺美術風格獨特的科幻動畫，呈現了壯觀的世界觀。機器人尋找自己靈魂的神秘故事情節吸引了國際觀眾的目光。動畫內容豐富，視覺效果炫目，音效震撼，觀影體驗極佳。憑藉令人印象深刻的動畫技術和電腦效果，作品在電腦動畫電影的發展具有巨大的潛力，是一套值得嘉許的動畫。

山海歷險
MOUNTAINS AND SEAS

Digital Entertainment (Animation and Visual Effect) Silver Award
數碼娛樂（電腦動畫及視覺特效）銀獎

Intoxic Studio Limited
影陶士媒體創作有限公司
www.intoxic.com.hk

Mountains & Seas – The Village of Mud

【Mountains and Seas】is a cartoon series based on the Chinese classic text - "The Classic of Mountains and Seas". The story follows the adventure of Mike Cheung, Stone, and Wong. In this pilot, they came to the 【The Village of Mud】, what will happen? Let's enter the world of Mountains and Seas!

山海歷險 – 泥人村

《山海歷險-泥人村》是一套香港原創卡通片集。以《山海經》為故事背景，講述少年米漿、神石、阿王在山海世界中的冒險旅程，而【山海歷險-泥人村】是一集完整的試片。

Comments from Judging Panel
評審委員會評語

Inspired by Chinese Myth naming "Classic of Mountains and Seas", "Mountains & Seas - The Village of Mud" is a professional 3D animation with unexpected plot. The adventurous storyline is creative and has good potential to pitch for future investment in developing computer animation TV series. By its excellent character design and smooth story flow, the work can be understood easily by audiences, and it is fun to watch.

受中國神話《山海經》的啟發，《山海歷險 - 泥人村》是一部劇情出人意料的專業3D動畫。冒險故事內容富有創意，並具有發展為動畫劇集的良好潛力。憑出色的人物設計和流暢的故事劇情，觀眾可以輕鬆理解故事，觀看樂趣無窮。

Digital Entertainment
(Animation and Visual Effects)
Bronze Award

數碼娛樂
（電腦動畫及視覺特效）銅獎

Pop Culture Studies & Artistry Discovery Lab Limited

www.facebook.com/milktealogy

Milktealogy: Teatime Rhapsody - "Benny's Noodles

How do we act like a gentleman with good table manner when eating noodles in a Cha Chaan Teng?

Benny provides you the answers in the new episode of Teatime Rhapsody, meanwhile Ching Jai demonstrates his cooking skills on Nissin instant noodles!

奶茶通俗學《下午茶之狂想曲》- 【食麵之法則】

「只有天選之人先能夠應用！」在茶餐廳，究竟如何才可以做到霸氣、有效率又不失優雅地食麵，成為全場焦點呢？新一集《下午茶之狂想曲》動畫，謎之紳士Benny將會為你逐一介紹！清仔亦會大顯身手，為你炮製各款出前一丁麵食！

Comments from Judging Panel
評審委員會評語

The work "Milktealogy: "Teatime Rhapsody - "Benny's Noodles"" is notable for its outstanding computer animation skills and proficient storytelling techniques to depict the advertiser's brand. The animation shows Hong Kong-style cafés food culture in a humorous way to draw audience eyeballs. The production team masters the technical skills on the characters' movements and develops its unique local animation style. It is a great example of animated advertisement.

奶茶通俗學《下午茶之狂想曲》-【食麵之法則】以其出色的電腦動畫和熟練的講故事技巧來宣傳廣告品牌。製作團隊成熟地掌握了人物動作的動畫技巧。動畫以幽默的方式展現香港本地茶餐廳的飲食文化，形成了獨特的本土動畫風格，吸引觀眾的眼球。是動畫廣告的一個很好的例子。

Digital Entertainment
(Animation and Visual Effects) Certificate of Merit
數碼娛樂（電腦動畫及視覺特效）優異證書

Quillo Games Limited 羽果娛樂有限公司
www.apopia.com

Apopia: The Broken Crown

Apopia: The Broken Crown is story that happened in the world of Apopia. Moly is the princess of the kingdom Yogurt. Her mother pays a lot of effort to prepare for Moly's coming of age ceremony, but Moly decides to look for her missing father instead of attending the occasion. With the help of her loyal guard, Leo, Moly successfully arrives in the last known location of her dad, only to find herself ambushed by some vile monsters. Luckily, the Queen arrives to save them. But it costs her life. What's worse, Leo takes the crown and banishes Moly from the castle. But Moly isn't desperate. She is determined to claim back what belongs to her.

污拓邦：破碎的王冠

《污拓邦：破碎的王冠》講述一個發生在Apopia 世界中的一個故事。主角姆妮是Yogurt 城的公主。在護衛尼奧的陪同下，姆妮偷走來到父王當年失蹤的地方，但他們卻遭到怪物的襲擊。這次冒險，令姆妮失去了兩樣很重要的東西……

924 Studio 玖貳肆工作室
www.instagram.com/924.studio

Kill Danny

Iron Fist is a stuntman who lives a happy life with his pet dog Popo after his retirement. One morning, a car runs over Popo, and the killer turns out to be the billionaire, Danny. As he watches the car takes off, Iron Fist vows revenge.

殺死丁力

鐵拳無敵是一位特技演員，退休後和他愛犬Popo 過着幸福美滿的生活。一天早上，一輛突如其來的車將Popo 輾成肉醬，兇手是億萬富翁丁力。鐵拳無敵望着車子的背影遠去，展開他的復仇之旅。

Introduction of Leading Organiser
籌辦機構簡介

The Hong Kong Digital Entertainment Association (HKDEA) was established in 1999 as a non-profit making association comprised of digital entertaining corporations. It is dedicated to the betterment of the local digital entertainment industry.

HKDEA's missions are:

- To promote technology development within the industry in order to deliver internationally competitive products;

- To project a positive image associated with playing video games;

- To explore and develop new markets;

- To discourage software piracy; and

- To facilitate communication and interaction between industries, including toys, entertainment and video games, which are associated with digital entertainment.

The HKDEA was founded during a time when there were relatively few local digital entertainment establishments. It was thus established to provide a mechanism upon which local developers could cooperate to ensure industry-wide prosperity.

Since its establishment, the HKDEA has organised a variety of activities and events including:

- Hong Kong ICT Awards: Digital Entertainment Award
- Conferences
- Hong Kong Digital Entertainment Excellence Awards
- Overseas Promotions
- Local Promotions
- HKDEA Web Site building
- Seminars and Training

香港數碼娛樂協會（HKDEA）於1999年成立，是一個由多間數碼娛樂公司所組成的非牟利機構，致力改善本地數碼娛樂公司的營商環境，主要宗旨包括：

- 促進本地數碼娛樂業的技術發展，並製造具有國際競爭力的產品；

- 向大眾推廣電子遊戲的正面觀念；

- 開拓新市場；

- 杜絕盜版軟件，提倡使用正版軟件的意識；

- 促進數碼娛樂與本地各行各業的溝通聯繫和互動性，包括玩具業、傳統娛樂業等。

香港數碼娛樂協會最初是由多間本地數碼娛樂公司所組成，主要目的是提供多元化的合作平台以擴闊營商空間。

自從香港數碼娛樂協會成立後，積極安排各種類型的活動和類別，包括：

- 香港資訊及通訊科技獎：數碼娛樂獎
- 國際會議
- 香港數碼娛樂傑出大獎
- 海外推廣
- 本地推廣
- 香港數碼娛樂協會官方網站
- 研討會及訓練計劃

Enquiry
查詢

Contact Person 聯絡人：	Ms. Angela Shek (石小姐)	Tel 電話 ：	(852) 3594 6722
Email 電郵 ：	icta@hkdea.org	Website 網址：	www.hkdea.org/ict2021

Hong Kong ICT Awards 2021 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
of the People's Republic of China
中華人民共和國香港特別行政區政府 政府資訊科技總監辦公室

Leading Organiser

Hong Kong Digital Entertainment Association
香港數碼娛樂協會
HKDEA

Hong Kong Digital Entertainment Association
香港數碼娛樂協會

Awards Supporting Organisations

ASTRI 香港應用科技研究院

Hong Kong Applied Science and Technology Research Institute Company Limited
香港應用科技研究院有限公司

數碼港 Cyberport

Hong Kong Cyberport Management Company Limited
香港數碼港管理有限公司

HKSTP 驅動成就 20 年

Hong Kong Science and Technology Parks Corporation
香港科技園公司

HKTDC 香港貿發局

Hong Kong Trade Development Council
香港貿易發展局

π 創 新 科 技 署 Innovation and Technology Commission

Innovation and Technology Commission
創新科技署

InvestHK

Invest Hong Kong
投資推廣署

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中華人民共和國香港特別行政區政府 政府資訊科技總監辦公室

Supporting
Organisations
(In Arbitrary Order)

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CREATEHK

Hong Kong Comics &
Animation Federation
香港動漫畫聯會
HKCAF

hkdc
Hong Kong Design Centre
香港設計中心

Cyberport 數碼港
Startup 創業
Alumni 學會
Association

HKGIA
香港遊戲產業協會
Hong Kong Game Industry Association
www.hkgia.org.hk

CUSCS
香港中文大學專業進修學院
School of Continuing and Professional Studies
The Chinese University of Hong Kong

PolyU Design

香港公開大學
THE OPEN UNIVERSITY
OF HONG KONG
人文社會科學院 School of Arts and Social Sciences

演藝
The Hong Kong Academy
for
Performing Arts
香港演藝學院 APA

浸大電影學院
academy of film hkbu

香港科技大學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

電子及計算機工程學系
DEPARTMENT OF
ELECTRONIC & COMPUTER ENGINEERING

CityU
香港城市大學
City University of Hong Kong
School of Creative Media

Members of VTC Group   VTC 機構成員

Thei   IVE   高

明愛白英奇專業學校
Caritas Bianchi College of Careers

明愛專上學院
Caritas Institute of Higher Education

YMCA
DESIGN AND ART

C 港專

mayan
//HongKongMayaUserGroup//

SCAD
The University for Creative Careers

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(In Arbitrary Order)

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