HONG KONG ICT AWARDS 2026 香港資訊及通訊科技獎

20

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Digital Entertainment Award
數碼娛樂獎



Organiser
主辦機構

數字政策辦公室
Digital Policy Office

Leading Organiser
籌辦機構

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

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Digital Entertainment Award
數碼娛樂獎



Background
背景

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

The HKICTA was established in 2006 with the collaborative efforts of the industry, academia and the Government. Organised by the Digital Policy Office, and led by Hong Kong ICT industry associations and professional bodies, the HKICTA marks the 20th anniversary this year, celebrating two decades of excellence in Hong Kong's ICT sector.

There are eight categories under the HKICTA 2026. There is one Grand Award in each category, and an "Award of the Year" is selected from the eight Grand Awards by the Grand Judging Panel. In addition, in a bid to foster the innovative use of artificial intelligence (AI), a "Best Use of AI" award winner is also selected in each of the eight categories to magnify and honour outstanding achievements in harnessing the power of AI in respective areas.

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

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由數字政策辦公室舉辦，並由香港業界組織及專業團體籌辦，獎項今年踏入二十周年，見證着香港資訊科技界二十載的卓越成就。

2026香港資訊及通訊科技獎設有八個獎項類別。每個類別均設有一個大獎，而最終評審委員會再從八個大獎中甄選出「全年大獎」。此外，為了激發更多人工智能的創新應用，每個獎項類別都會選出一個「最佳人工智能應用」獎，以彰顯並表揚那些在相關範疇應用人工智能方面取得傑出成就的參賽作品。

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

Thank you for the continuous support from the Digital Policy Office of the Government of the HKSAR. Also we would like to extend our sincere gratitude to the judges, industry colleagues, and supporting organizations which have made this edition of the Hong Kong ICT Awards: Digital Entertainment Award a resounding success.

The entries were not only abundant in quantity, but also exhibited extraordinary artistic quality and innovation. Excitingly, we are thrilled to see even more works flexibly incorporating artificial intelligence this year, significantly elevating both production efficiency and visual standard. In the "Animation and Visual Effects", the winning entry leveraged AI to craft awe-inspiring action and martial arts sequences. In the "Entertainment and Esports Software", we saw a diverse array of entries, from AI collaborations to XR game creation platform, vividly demonstrating the boundless potential of digital entertainment. Meanwhile, in the "Interaction Design", the works seamlessly intertwined technology with imagination, delivering poetic experiences that were both educational and deeply moving.

It is a great honor to stand alongside all of you through this grand occasion to recognise the outstanding achievements of the past year. I look forward to seeing Hong Kong's digital entertainment industry continue to lead the trend and reach new heights. Once again, I would like to sincerely congratulate all the winners, let us continue to innovate and forge ahead in the future!

感謝香港特別行政區政府數字政策辦公室對「數碼娛樂獎」的堅定支持，亦衷心感謝各位評審、業界夥伴、支持機構及所有合作單位的付出，讓本屆「香港資訊及通訊科技獎：數碼娛樂獎」得以順利舉行。

今年參賽的作品不僅數量豐碩，更兼具極高的藝術性與創新力，同時，令人振奮的是，我們很高興看到今年有更多作品靈活應用了人工智能技術，大幅提升了製作效率與呈現質感。在「電腦動畫及視覺特效」類別中，得獎作品以人工智能創作出令人驚艷的武打場面。在「娛樂及電子競技軟件」類別中，作品類型豐富多元，從人工智能、到XR遊戲創作平台，完美詮釋了數碼娛樂的無限潛力。而在「互動設計」類別中，作品將技術與想像力交織，帶來既具教育意義又打動人心的詩意體驗。

我很榮幸能藉此盛事，與大家一同表彰過去一年的優秀成果，並期待香港數碼娛樂業繼續引領風尚、締造新高。再次恭喜所有得獎團隊，祝願大家未來繼續勇於創新，再創佳績！

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	**Professor Henry MA** **馬志輝 教授**	**Leader of Creativity and Design Education Laboratory, School of Design, The Hong Kong Polytechnic University** **香港理工大學設計學院創意設計教育研究室主任**

Members of Judging Panel 評審委員會成員

2	**Mr George CHAN** **陳家卓 先生**	Chief Systems Manager (Data Applications) 2, Digital Policy Office, The Government of the Hong Kong Special Administrative Region 香港特別行政區政府數字政策辦公室總系統經理(數據應用) 2
3	**Mr Kenny CHIEN** **錢國強 先生**	Chief Executive Officer, Cherrypicks Limited 創奇思有限公司行政總裁
4	**Ms Cherrie CHONG** **莊詠琳 女士**	Past President, Innovative Entrepreneur Association 創意創業會前會長
5	**Mr Sam HUI** **許健生 先生**	Convener, WebX Industrial Alliance WebX產業聯盟召集人
6	**Ms Yvonne IP** **葉敏儀 女士**	Assistant Commissioner for Cultural and Creative Industries (1), Cultural and Creative Industries Development Agency The Government of the Hong Kong Special Administrative Region 香港特別行政區政府文創產業發展處文創產業助理專員(1)
7	**Dr Wendy LEE** **李煥明 博士**	General Manager, Chevalier (Network Solutions) Ltd 其士(網絡科技)有限公司總經理
8	**Dr Ir Eric LIU** **廖世樂 博士 工程師**	Chairman, Hong Kong ACM SIGGRAPH Professional Chapter 香港電腦圖像專業學會主席

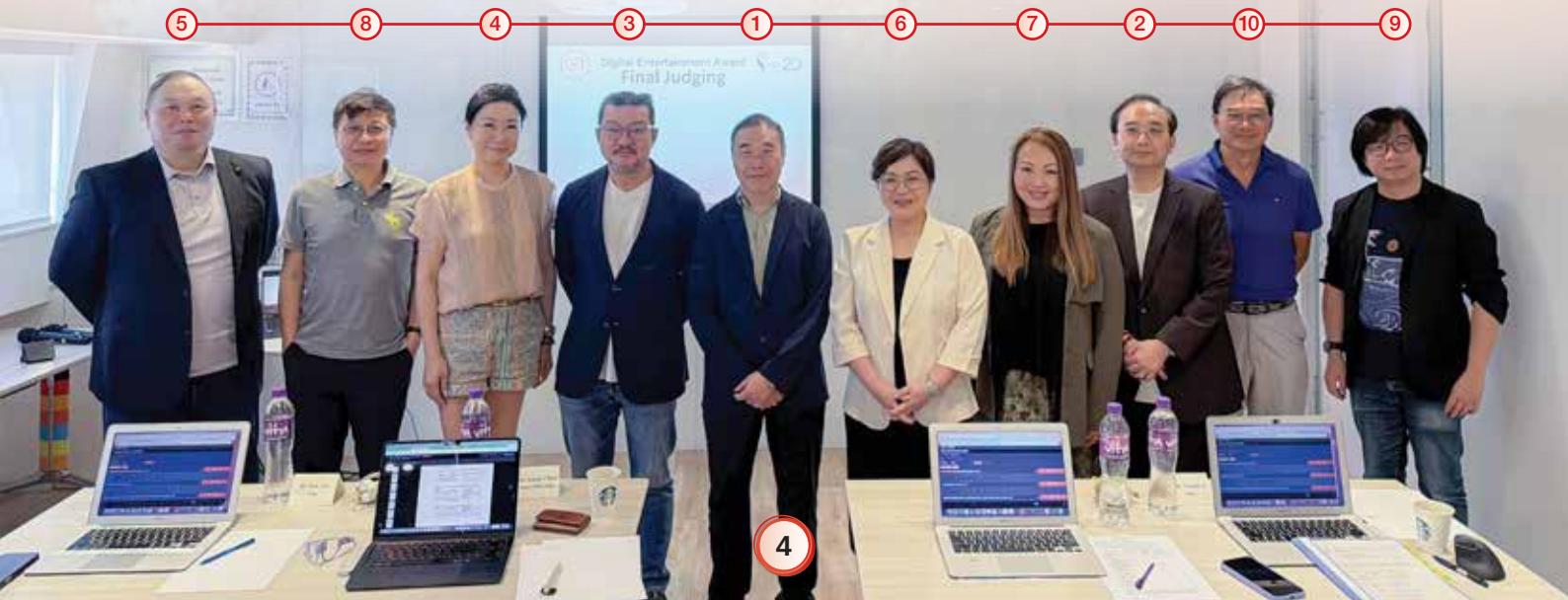
In Attendance 列席

9	**Mr Gabriel PANG** **彭子傑 先生**	Chairman, Hong Kong Digital Entertainment Association 香港數碼娛樂協會主席

Observer

10	**Mr Fritz CHIU** **招亮輝 先生**	Financial Controller, Data Exchange Ltd Data Exchange Ltd 財務總監

(* In Arbitrary Order 排名不分先後)



Digital Entertainment Grand Award

Digital Entertainment Best Use of AI Award and Digital Entertainment (Entertainment and eSports Software) Gold Award

數碼娛樂大獎

最佳人工智能應用獎及數碼娛樂 (娛樂及電子競技軟件) 金獎

ADH XR Limited 極專注有限公司
https://adhxr.com/

QuestXR: AI-powered XR Game Creation Platform

QuestXR is an AI-powered XR game creation platform that enables users to create AR, VR, and interactive game experiences without coding. It supports AI-generated storylines, missions, characters, images, and 3D assets, with instant publishing and access through QR code. QuestXR is suitable for education, cultural tourism, brand events, and corporate training, helping teachers, students, and organisations quickly create immersive interactive content while lowering the barrier to XR development and promoting innovative learning and digital experiences.

QuestXR結合AI的XR遊戲創作平台

QuestXR是一個結合AI的XR遊戲創作平台，讓用戶無需編程即可製作AR、VR及互動遊戲體驗。平台支援AI生成劇情、任務、角色、圖像及3D素材，並可透過QR code即時發佈及體驗。QuestXR適用於教育、文旅、品牌活動及企業培訓，幫助教師、學生及機構快速創作沉浸式互動內容，降低XR製作門檻，推動創新學習與數碼體驗發展。







Comments from Judging Panel
評審委員會評語

QuestXR represents a defining breakthrough in XR creation, it is nominated based on its remarkable technical vision, market viability, and profound impact on Hong Kong's digital ecosystem.

QuestXR lowers the steep technical and financial barrier to creating immersive digital content, empowers users without programming experience to build interactive experiences across AR, VR, XR, and body-sensing gaming.

By lowering development barriers, the platform provides educators, and SMEs with an agile tool to produce interactive marketing campaigns. This accessibility accelerates digital transformation across educational, corporate, and promotional landscapes without requiring specialised software development teams.

QuestXR代表了XR創作領域的突破性創新，它憑藉其卓越的技術願景、市場可行性，以及對香港數碼生態系統的深遠影響而獲得提名。

QuestXR降低了創作沉浸式數碼內容的昂貴技術與資金門檻，它賦能沒有程式設計經驗的使用者，輕鬆打造涵蓋AR、VR、XR及體感遊戲的客製化互動體驗。

QuestXR透過降低開發門檻，為教育工作者及中小企業提供了靈活敏捷的工具，這種普及性使在無需專業軟件開發團隊的情況下，加速教育、企業及推廣領域的數碼轉型。



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

Penci Studio Limited

https://www.stationeryheroes.com/zh



Stationery Heroes

Stationery Hero is an original, free-to-play Hong Kong tower-defense game built on a feeling everyone shares: the warmth of childhood memories. The pens, erasers and rulers from our school days awaken as heroes, and your pencil case becomes the tower you defend against wave after wave of enemies. Collect and evolve over 150 beautifully illustrated characters, then trigger the signature "Fusion" — merging heroes mid-battle to unleash spectacular power. Follow Penci on a fantasy quest to find his sister, told through full-colour, comic-style storytelling. Backed by measurable download and revenue growth, it has reached players worldwide. Behind its polished art and fluid gameplay is a small Hong Kong team delivering high-performance optimisation and data-driven live operations. Stationery Hero turns ordinary school stationery into an extraordinary, heartfelt journey back to childhood — proudly carrying the Hong Kong flag onto the global stage.

文具英雄

《文具英雄》是香港原創免費塔防遊戲，承載每個人的童年回憶。原子筆、橡皮擦、尺子化身英雄，鉛筆盒化作防禦塔，抵禦敵人。收集進化超過150個畫風精美角色，更以獨有「合體」功能爆發驚人力量。香港團隊把平凡文具化為動人童年旅程，帶向世界舞台。



Comments from Judging Panel
評審委員會評語

Bring back cherished memories with fun, stationery-inspired gameplay provides emotional resonance to the players. Packed with countless levels and endless replay value to offer a high player retention.

重溫珍貴的回憶，有趣且以文具為靈感的玩法為玩家帶來強烈的情感共鳴。數不清的關卡與無盡的重複可玩性，帶來了極高的人氣與玩家留存。



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

Cateasee Game and Education Limited
貓茶見遊戲教育有限公司



Herb Tea Man

This simulation adventure game was set in 1990s Guangdong (including Hong Kong and Macau), the daily life story of “Ah Song”, a chubby boy from northern China who travels south to work at a traditional herbal tea shop.

In the game, you will play as “Ah Song”, helping your master brew tea, fill herbal prescriptions, and serve customers every day. You will also wander through the neighborhood, solving a series of amusing incidents brought on by traditional Chinese medicine symptoms like " heaty” or "dampness".

涼茶王

是一款以90年代廣東(省港澳)為背景的模擬冒險遊戲,講述來自北方的胖小子“阿松”南下打工,在廣東一家老字號涼茶舖工作的日常生活。遊戲中,你將扮演阿松協助師傅每天煮茶、抓藥、接待顧客,並穿梭於街坊鄰里之間,解決一樁樁因「上火」或「濕重」等中醫症狀引發的趣事。



Comments from Judging Panel
評審委員會評語

Centered on traditional herbal tea culture with funny storyline, the game actively promotes the preservation of Cantonese heritage. Fully handcrafted in design with exceptional artistic detail.

以傳統涼茶文化為核心，搭配幽默風趣的故事情節，本遊戲積極推廣廣府文化的傳承。全手工打造的設計，展現出卓越的藝術細節。

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

Wild Don Animation Studio
任童動畫工作室

https://www.wilddonstudio.hk/



Unbowed

In a dystopian near-future, artificial intelligence has seized absolute control, reducing humanity to mere livestock kept in cages. The protagonist refuses to surrender to this dehumanising fate. Driven by a fierce desire to protect his younger brother and reclaim their lost freedom, he enters a brutal, near-fatal underground boxing match against all odds.



誓不低頭

在不久的未來，世界被AI統治，人類被當成畜牲般飼養。少年（任東）不甘被困於監獄裡，他為了弟弟與自己的自由，參與了一場近乎必死的拳賽。

Comments from Judging Panel
評審委員會評語

Integrating AI into the creative process to rejuvenate visual effects with a new look. Fully showcases the Hong Kong martial arts choreography, capturing the iconic essence of classic Hong Kong film.

將AI融入創作流程，以全新面貌煥發視覺特效。完美展現香港功夫動作設計，精準捕捉經典港產片的精髓。

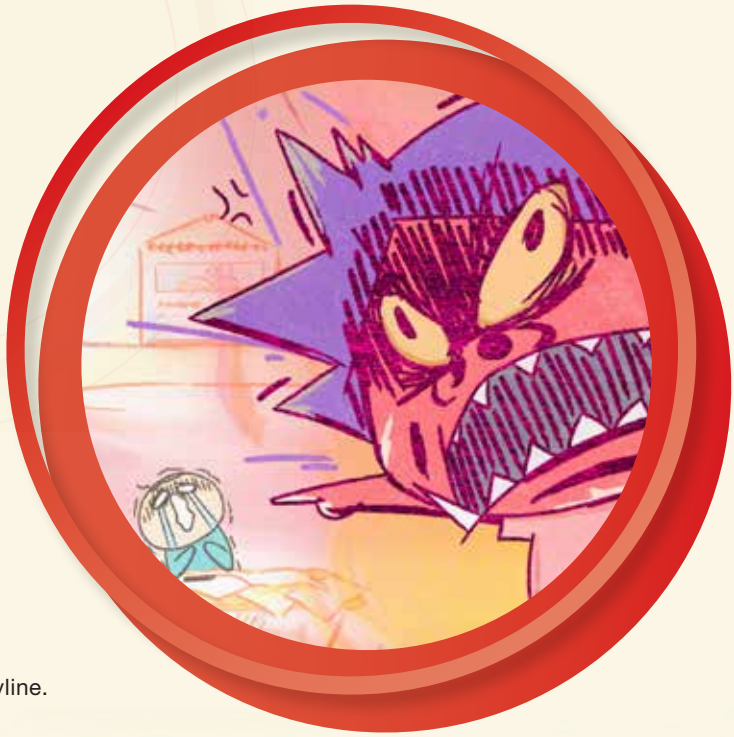




Digital Entertainment (Animation and Visual Effects) Silver Award
數碼娛樂(電腦動畫及視覺特效)銀獎

Creative Woodplace
木田創作

https://tungwood11.wixsite.com/tungwood



Uncle Babysitter 3

Uncle is stuck helping his nephew with homework, only to be flushed into a life-or-death toilet disaster!

叔叔不行鳥 3

叔叔被迫教姪子做功課，卻捲入一場馬桶內的生死浩劫...

Comments from Judging Panel
評審委員會評語

Featuring a highly original and distinctive premise with funny storyline.

以高度原創且獨具特色的設定為核心，搭配幽默風趣的故事情節。





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

MindExit Studio
焦慮出口

https://www.instagram.com/mindexit_studio/

Silent Tides

A girl encounters a mysterious figure made only of an outline and is drawn into a dreamlike journey through shifting landscapes. Unsure where she belongs or why everyone is travelling toward the coast, she wanders between dreams and reality, searching for meaning. Upon reaching the shore, she discovers that her own coast is grey and empty. Through this quiet journey, she begins to confront her uncertainty, exhaustion, and fear of moving forward. A gentle reflection on feeling lost, embracing vulnerability, and learning that rest is not the opposite of moving forward, but part of the journey itself.

遙途

一名女孩遇見一位只有輪廓的少女，展開一段穿梭於夢境與現實之間的旅程。她不知道自己該前往何處，也不明白人們為何都奔向海岸。隨著場景不斷變換，她逐漸面對內心的迷惘、疲憊與恐懼，並在屬於自己的海岸看見真實的自己。作品透過夢境探索迷失、接納與休息的意義，描繪在人生停滯之中，依然能慢慢靠近自己的過程。



Comments from Judging Panel
評審委員會評語

Featuring exquisite imagery and a poetic storytelling, it has already gained significant awareness locally.

此作品憑藉精美的視覺畫面與富有詩意的敘事，在香港本地已累積了相當高的知名度。







Digital Entertainment (Interaction Design) Gold Award
數碼娛樂(互動設計)金獎

AI-R Metaversed Limited
人工智能。奧虛擬世界有限公司

RODY AI

Rody is an AI-powered interactive learning experience that turns education into something children play, explore and create. Each child designs their own real-time 3D character, then learns through it — scanning real places to trigger AR knowledge hunts, collecting mission cards, and talking with characters that listen, speak and respond. Behind the play, Rody builds a living memory of every child, reading how their thinking grows through Bloom's and SOLO taxonomy, and a generative AI engine uses it to instantly create brand-new, personalised content to create adaptive learning pathway. The same character, memory and growth follow each child from the classroom to home, giving teachers and parents a clear view of progress. By fusing AR, real-time animation, generative AI and learning analytics into one seamless interaction, Rody reimagines how a generation learns and how we see them grow.

人工智能．樂迪

Rody是由生成式AI驅動的互動學習體驗：孩子設計專屬的實時3D角色，掃描真實場景觸發AR知識，並與會聽、會說的角色對話。系統為孩子建立成長記憶，分析其思維的成長(Bloom、SOLO)，即時生成度身訂造的內容；記憶由課堂延伸至家中，讓師長清楚看見孩子的成長。

Comments from Judging Panel
評審委員會評語

A strong initial application of AI that significantly lowers development costs, offers substantial learning impact, and extends adaptive media solutions to support SEN students.

憑藉人工智能的卓越初步應用，顯著降低開發成本，提供實質的學習效益，並進一步延伸自適應媒體解決方案，以支援特殊教育需要（SEN）學生。





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

MateZ Lab Limited

https://www.matezlab.com/

Art Museum of Contemporary Cultural Technology

Where culture serves as the living content and art-tech as the dynamic experience, the Museum becomes an interactive ecosystem. Moving beyond passive display, utilize AI, immersive VR/AR, and participatory interfaces to transform visitors from spectators into co-creators. By decoding traditions through digital interaction, we craft fun, engaging experiences that make heritage accessible and relevant—proving that technology is not just a tool, but a language for cultural dialogue in the digital age.

當代文化科技美術館

文化在此作為活生生的內容，藝術科技則打造出動態的體驗，使博物館轉型為一座互動生態系統。超越傳統的被動展示，運用人工智能、沉浸式 AR/VR 以及參與式介面，將參觀者從旁觀者轉化為共同創作者。透過數碼互動解構傳統，打造出趣味盎然且引人入勝的體驗，讓文化遺產變得易於觸及且貼近生活——這不僅證明了科技是一項工具，更是數碼時代中進行文化對話的語言。

Comments from Judging Panel
評審委員會評語

Drives cultural tourism by integrating immersive multimedia and embracing local Hong Kong IPs, a willing to forecast market and technical maturity.

透過融入沉浸式多媒體並結合香港在地IP，帶動文化旅遊發展，展現出預測市場與技術成熟度的遠見。





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



The Hong Kong Jockey Club
香港賽馬會

Gensoverse: XR Jockey Simulator

This premier XR equestrian experience is custom-built for HKJC Customers. Seamlessly integrating a physical simulator, smart reins, and Unreal Engine, it features a pioneering multi-angle, three-camera real-time chroma-keying system with markers.

Players are instantly composited onto legendary racehorses in a live broadcast style, adapting racing strategies and horse interaction.

Enhanced by dynamic race commentary synced with player performance, the system dynamically edits and exports a personalized, multi-angle HD cinematic highlight with music, instantly shareable via QR code to drive social media engagement.

Gensoverse: XR 智能策騎模擬體驗系統

這款專為香港賽馬會顧客量身打造的頂級XR馬術體驗，完美結合實體模擬器、智能韁繩與虛幻引擎（Unreal Engine）。系統採用創新的多角度三鏡頭即時綠幕去背與標籤定位技術，將玩家即時合成至傳奇賽駒之上，呈現現場直播般的視覺效果，並能根據賽事策略進行即時的騎乘互動。

配合依據玩家表現同步呈現的動態賽事旁白，系統會即時剪輯並輸出配有音樂的個人化多角度高清電影級精華，顧客可透過二維碼即時分享，有效提升社群媒體互動與熱度。







Comments from Judging Panel
評審委員會評語

Refine implementation details, ensuring robust technical feasibility to deliver full expected functionality so that the public can experience the joy of horse riding through technology.

精細化實施細節，確保技術可行性與穩定性，從而完整實現預期功能，使大眾能以科技體驗策騎之樂。

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

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
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Acknowledgement
鳴謝

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HKDEA

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MPIA

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