HONG KONG ICT AWARDS 2015 香港資訊及通訊科技獎

Best Smart Hong Kong Award
最佳智慧香港獎

Organiser
主辦機構

GS1 Hong Kong

Contents
目錄

Background and Objective 背景及目的 5

Message from Organiser 主辦機構致辭 6 - 7

Message from Chairman of Final Judging Panel 評審委員會主席獻辭 8

Message from Chariman of Organising Committee 籌備委員會主席獻辭 9

Hong Kong ICT Awards 2015: Best Smart Hong Kong Award Panel of Judges
2015香港資訊及通訊科技獎：最佳智慧香港獎 評審委員會名單 10

Hong Kong ICT Awards 2015: Best Smart Hong Kong Grand Award
2015香港資訊及通訊科技獎：最佳智慧香港大獎

Axon Labs Ltd. 11
HKBus+ 香港巴士通

Hong Kong ICT Awards 2015: Best Smart Hong Kong (Public Sector Information Application) Award
2015香港資訊及通訊科技獎：最佳智慧香港（公共資料應用）

Gold Award 金獎 — Axon Labs Ltd 11
HKBus+ 香港巴士通

Silver Award 銀獎 — DigiMobi Technology Ltd. / FT Laboratories Ltd. / Rodsum Wireless Ltd. 13
圓方電信科技有限公司 / 科達測檢試驗所有限公司 / 洛森無線科技有限公司
Equipment Height Real-time Monitoring System (EHRMS)
for Hong Kong-Zhuhai-Macao Bridge Project
港珠澳大橋工程船吊臂高度實時監測系統

Bronze Award 銅獎 — Department of Pathology, Princess Margaret Hospital, 14
Hong Kong Hospital Authority
香港醫院管理局瑪嘉烈醫院病理學部
Anatomical Pathology Laboratory Specimen Identification
and Tracking System
病理解剖學標本確認及追蹤系統

Certificate of Merit 優異證書 — Star Vision Ltd. 星眺有限公司 15
SVMap 星眺數碼地圖

Hong Kong ICT Awards 2015: Best Smart Hong Kong (Big Data Application)
2015香港資訊及通訊科技獎：最佳智慧香港（大數據應用）

Gold Award 金獎 — Cenique Infotainment Group Ltd. / Hutchison Global Communications Ltd. 16
怡能媒體有限公司 / 和記環球電訊有限公司
HGC Cloud Audience Analytics - Shopper Insight Technology
HGC 雲端顧客分析 — 洞悉商店顧客技術

Silver Award 銀獎	Lively Impact Technology Ltd. 利聯互動科技有限公司 Fingereach 達眾移動廣告平台	17
Bronze Award 銅獎	Cloud Innovation Centre, Department of Information Technology, Hong Kong Institute of Vocational Education (Lee Wai Lee) 香港專業教育學院（李惠利）資訊科技系雲端創新應用中心 Hong Kong Information Technology Job Advertisement Data Science Report 香港IT工招聘廣告數據科學報告	18

Hong Kong ICT Awards 2015: Best Smart Hong Kong (Internet of Things Application)
2015香港資訊及通訊科技獎：最佳智慧香港（物聯網應用）

Gold Award 金獎	Ambi Labs Ltd. Ambi Climate: The Smart Add-on for Your Air Conditioner Ambi Climate 令你的冷氣智能化	19
Silver Award 銀獎	Fukui Shell Nucleus Factory Ltd. 福井製核所有限公司 IoT- Enabling Technologies for the Pearl Industry 珍珠業界的物聯網啟動技術	20
Bronze Award 銅獎	ATAL Technologies Ltd. / MTR Corporation Ltd. 安樂創新科技有限公司 / 香港鐵路有限公司 Construction Stage Tunnel Access Control System (TACS) 興建中的隧道人流管理系統	21
Certificate of Merit 優異證書	Bindo Labs Ltd.　Bindo 實驗室有限公司 Bindo POS　Bindo 銷售系統	22
	The Hong Kong University of Science and Technology 香港科技大學 PiCode: the Picture Embedding 2D Barcode　PiCode：可視化二維碼	23
	Kerry Logistics 嘉里物流 Kerry Omni Channel Fulfillment 嘉里全方位物流管理方案	24

Introduction of Organiser 主辦機構簡介 25

Acknowledgement 鳴謝 26

Best Smart Hong Kong
最佳智慧香港獎

Background and Objective
背景及目的

The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) solutions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit for 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 10 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 10 categories under the Hong Kong ICT Awards 2015. There is one Grand Award in each category, and an "Award of the Year" is selected from the ten Grand Awards by the Grand Judging Panel. The Hong Kong ICT Awards 2015: Best Smart Hong Kong Award is established with the following purposes :

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

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

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技應用和解決方案，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，滿足企業和營運需要，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，並由十個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。

2015香港資訊及通訊科技獎設有十個類別的獎項。每個類別均設有一個大獎，而最終評審委員會再從所有大獎中甄選出「全年大獎」。設立2015香港資訊及通訊科技獎：最佳智慧香港獎的目的：

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

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

Message from Organiser
主辦機構獻辭

GS1 Hong Kong

Anna Lin, JP
Chief Executive, GS1 Hong Kong

林潔貽, JP
香港貨品編碼協會總裁

As the leading organization of the "Best Smart Hong Kong Award" under the Hong Kong ICT Awards 2015, GS1 Hong Kong is deeply honored to contribute to the recognition of ICT excellence and the promotion of "smarter business, better life" in Hong Kong. Congratulations to all winners who have embodied in extraordinary ways what we need in Hong Kong today to foster sustainable growth: great skills, creative ideas, passions and visions.

Optimized from the former "Hong Kong RFID and Internet of Things Awards" that GS1 Hong Kong has successfully run in the past eight years, the competition not only fuels technology innovation by accelerating ICT development and application in the community, but also offers an effective platform for expertise and creativity exchange among the ICT talents here.

As Internet of Things, Big Data and Public Sector Information applications are becoming the critical elements for business success and better quality of citizens' lives, this Award serves the purpose to drive and promote the most innovative and optimal use of Internet of Things technologies as well as data analysis techniques.

By recognizing, applauding and saluting those who have made their mark in the ICT market, the Award perfectly echoes GS1 Hong Kong's mission in making our business community thrive and compete effectively in the global marketplace with innovative ICT solutions and applications. By attracting an encouraging number of top-quality nominations in its inaugural year, the "Best Smart Hong Kong Award"

能夠擔任「2015香港資訊及通訊科技獎：最佳智慧香港獎」的主辦機構，為表揚香港資訊及通訊科技界的傑出成就、推動「智能商貿，智慧生活」作出貢獻，香港貨品編碼協會與有榮焉。在此，我們衷心祝賀每位脫穎而出的得獎者。他們以突破傳統的方式，充分體現了香港市場不可或缺的卓越技能、創新理念、澎湃熱情和偉大願景：滿足今天，迎向未來，實現可持續發展的理想。

香港貨品編碼協會過去已成功舉辦八屆「香港無線射頻識別大獎」及「香港物聯網大獎」。八年來的豐富歷練，衍生出今年的「最佳智慧香港獎」。這個獎項旨於推動本地資訊及通訊科技的發展及深化社區應用，全面加快香港技術創新的步伐；同時為業界的優秀專才提供一個專業和高效的知識交流平台，達到砥礪切磋、啟發創意的目的。

隨著物聯網技術、大數據分析及公共資料應用成為創造商業成就、優化市民生活的關鍵，這個獎項應運而生，推動最具創意、盡善盡美的物聯網及數據分析技術，務求與時並進、精益求精。

藉著表揚及嘉許在資訊及通訊科技界的優秀專才，「最佳智慧香港獎」同時亦把香港貨品編碼協會的使命發揚光大－透過別具創意的資訊及通訊科技解決方案和應用，促進商業社會的繁榮，並提升香港在全球市場的競

reminds that Hong Kong does have the best ingredients for a vibrant and prosperous ICT industry.

On behalf of GS1 Hong Kong, I would like to extend our heartiest gratitude to all participating organizations for their ardent support to this initiative and to the business optimization and value creation for the industry.

I would also like to specially acknowledge the leadership of Ms Barbara Chiu, Vice President (Technology), Hong Kong Internet of Things Industry Advisory Council and Managing Director, Hong Kong & Macau, Cisco Systems (HK) Limited as the Chairperson of the Organizing Committee, and Mr. Andy Bien, Chief Information Officer of Airport Authority of Hong Kong as the Chief Judge of our Judging Panel.

The remarkable success of the Award obviously rests on the concerted effort of the representatives from various organizations and sectors, advice and guidance from the organizing committee, the rigorous review of the assessors and judges, as well as the active participation of all supporting organizations.

Enthusiasm is infectious. We are so excited to see that the Award has created a real impact in the market that will certainly inspire many others to contribute towards a vibrant, competitive and innovation driven ICT industry. This will continue to make Hong Kong the world's smartest city. We look forward to seeing more brilliant entries to the Award next year. Let's keep up the momentum!

爭優勢，綻放異彩。獎項首度舉辦便吸引了大量出色的提名作品，實在教人鼓舞；這也反映出香港的資訊及通訊科技界人才輩出，潛力無限。

我謹代表香港貨品編碼協會向所有參與機構衷心致謝。全賴大家的鼎力支持，我們才能締造如此美滿的成績，實踐優化商業運作，為業界創優增值的抱負。

此外，特別感謝「最佳智慧香港獎」籌委會主席－香港物聯網產業諮詢委員會技術副會長暨思科系統有限公司香港及澳門區董事總經理招卓敏小姐的出色領導，同時感謝香港機場管理局首席資訊主管卞家振先生擔任評審委員會的首席評判，為我們作出公平、公正的甄選。

毋庸置疑，「最佳智慧香港獎」的成功有賴不同機構和界別的共同努力，籌委會的寶貴意見及悉心指導，評審人員及評判的嚴格評審，以及所有支持機構的積極參與。

熱誠是最大的感染力。令我們振奮的是，「最佳智慧香港獎」成功引起本地市場的關注，未來將必觸發更強大的新力量，為業界灌注源源不息的動力，攜手共建饒富動力、競爭力和創造力的資訊及通訊科技界，使香港繼續成為全球最具智慧的城市。我們期待在下屆「最佳智慧香港獎」中看見更多優秀作品，繼續百花齊放！

Message from Chairman of Final Judging Panel

評審委員會主席獻辭

Mr. Andy Bien
Chief Information Officer, Airport Authority Hong Kong

卞家振先生
香港機場管理局 首席資訊主管

Best Smart Hong Kong is a newly established category in this year's HKICT Awards. It is very timely for Hong Kong as this new Award covers three important areas that can help make Hong Kong a smarter place, namely, Internet of Things, Big Data Analytics and Public Sector Information. From the high quality of entries received, one is most encouraged and hopeful that Hong Kong still possesses the talents, the ideas and the passion that can help propel its development into a new horizon.

Congratulations to all the contestants for their efforts in turning their bright ideas into reality! It was not easy to select the winners out of such an outstanding group of entries. I truly appreciate the hard work of the judges and assessors in multiple rounds of meticulous assessment. I would also like to thank GS1 Hong Kong and the HKICT Awards Secretariat Office. Without their superb planning and preparation work, the competition would not have gone so smoothly.

While the awards are recognitions and celebration of past efforts, they also provide a guide and a stimulant to future innovations and applications. I look forward to continued success of Best Smart Hong Kong Award in the future!

最佳智慧香港獎是今年香港資訊及通訊科技大獎的新設獎項。此獎正來得合時，因為它涵蓋三大重要領域——物聯網、大數據分析和公營界別資訊，是香港晉身為智慧城市的重要元素。從參賽作品的高質量所見，香港擁有開拓新領域的人才、想法和熱情，令人鼓舞。

恭喜所有參賽者，成功地將各種優秀主意轉化為現實。要從眾多傑出作品中精挑細選出得獎者，確實費煞思量。在此，我衷心感謝評判在各輪比賽中仔細認真的評審。我亦要向 GS1 Hong Kong 和香港資訊及通訊科技獎秘書處致謝，全憑你們超卓的策劃和準備工作，比賽才得以順利進行。

獎項是對往日成就的肯定和祝賀，同時也是對日後創新和應用的指引和啟示。我期待最佳智慧香港獎來年再放異彩！

Message from Chairman of Organising Committee

籌備委員會主席獻辭

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

招卓敏女士
香港物聯網產業委員會副總裁
思科香港及澳門區董事總經理

The "Hong Kong ICT Awards 2015: Best Smart Hong Kong Award" aims to fuel technology innovation through encouraging the development and adoption of advanced ICT technologies and the innovative use of Public Sector information, Internet of Things technologies and Big Data analytics, which together help contribute to the Smarter Hong Kong initiative.

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

Smart City development is one of the key initiatives in the 2015 Policy Address. Indeed, the wide application of the Internet of Things (IoT) is essential to address the great potential for smart cities worldwide, and the need to create smarter business and shape a smarter Hong Kong, enabling better public services and sustainable social and economic growth.

The realisation of the Smart City vision requires the collaborative efforts of citizens and the community. The Award is an excellent platform for the exchange of ideas, and through it we have witnessed the exceptional capabilities of our local enterprises and talent. I would like to offer my heartfelt congratulations to all of the winners for their outstanding work and hard-earned success.

With our continued efforts, I am confident that Hong Kong will become a smarter city, bringing greater convenience to our citizens' daily lives and creating new business opportunities for the greater good of all.

「2015香港資訊及通訊科技獎：最佳智慧香港獎」旨在推動創新科技，鼓勵開發和應用先進的資訊及通訊技術，創新使用公共資訊、物聯網技術及大數據分析，推動智慧香港的發展。

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

發展智慧城市為香港2015年施政報告重點之一。當中，物聯網科技的廣泛應用，正是回應全球智慧城市龐大的潛力，締造更智能業務和讓香港走向智能化城市的關鍵，提供更佳的公共服務以及可持續發展的社會及經濟增長。

要實現智慧城市的願景，有賴市民及整體社會的共同合作。這個獎項提供了一個知識交流的平台，我們從中亦見證了本港企業及人才的優秀。本人亦謹此衷心祝賀各位獲獎得主，是次得獎是他們優秀作品以及努力得來的成果。

本人深信，憑藉我們繼續努力，香港定能成為更智慧的城市，為市民日常生活帶來更大的方便、創造更多新商機，並帶來更多整體好處。

Best Smart Hong Kong Award Panel of Judges
評審委員會

Chairman 主席	Mr. Andy BIEN 卞家振先生	Chief Information Officer, Airport Authority Hong Kong 香港機場管理局 首席資訊主管
Deputy Chairman 副主席	The Hon Charles MOK, JP 莫乃光議員，JP	Legislative Councillor (Information Technology), 立法會議員（資訊科技）

Members 成員	Mr. Joe LOCANDRO 羅建昊先生	Director Information Technology, Cathay Pacific Airways Ltd. 國泰航空有限公司 訊息科技董事
	Ms. Jenny KOO 古靜敏小姐	Director for Service Promotion, Hong Kong Trade Development Council 香港貿易發展局 服務業拓展總監
	Mr. Alex SIU 蕭永洪先生	Architecture Lead, Octopus Holdings Ltd. 八達通卡有限公司 高級系統架構經理
	Ir. Dr. The Hon Wai-kwok LO, BBS, MH, JP 盧偉國議員，BBS，MH，JP	Legislative Councillor (Engineering) 立法會議員（工程）
	Ir. Stephen LAU, JP 劉嘉敏工程師，JP	Distinguished Fellow, Hong Kong Computer Society 香港電腦學會 院士
	Ms. Susanna SHEN 孫淑貞女士	Head of Corporate Information Technology, The Hong Kong and China Gas Co. Ltd. 香港中華煤氣有限公司 企業資訊科技總監
	Dr. Hubert CHAN, JP 陳重義博士，JP	Honorary Advisor, Communications Association Hong Kong 香港通訊業聯會 榮譽顧問
	Dr. David CHUNG 鍾偉強博士	Chief Technology Officer, Hong Kong Cyberport Management Co. Ltd. 香港數碼港管理有限公司 技術總監

Best Smart Hong Kong Grand Award
Best Smart Hong Kong (Public Sector Information Application) Gold Award
最佳智慧香港大獎
及 最佳智慧香港（公共資料應用）金獎

Axon Labs Ltd
HKBus+ 香港巴士通

HKBus+ is an information platform offering comprehensive public transportation information in Hong Kong, covering franchised buses, mini-buses, MTR, ferries and trams. It combines the open data released by the HKSAR government as well as data collected from the Internet to offer the most comprehensive and up-to-date information to the users.

The app provides many useful and convenient functions, including intelligent search, point-to-point route search, nearby stops and stations, get-off reminder, transit suggestions, taxi fare estimation, and various personalised functions, such as searching for routes to go home, and allowing users to keep their favourite routes and destinations. The app will also notify the users via push messages about the latest updates of public transportation services and abnormal traffic conditions. At present, the system will periodically retrieve traffic information of the three cross-harbour tunnels from the Transport Department and present the information to the users, in order to help them choose the most suitable mode of public transport to cross the harbour at the time. HKBus+ is one of the most popular public transportation apps in Hong Kong, it has accumulated over 470,000 downloads on both the Android and iOS platform, serving about 70,000 active users every month.

The app has also established business collaborations with a variety of technology companies, including a mobile ads company, van

香港巴士通是一個覆蓋全香港各種交通工具的資訊平台，提供專營巴士，港鐵、專線小巴、電車、山頂纜車及渡海小輪的路線及站點資訊。此應用程式結合香港政府資料一線通發佈的數據集，以及利用電腦程式自動從各公共交通公司網站收集得到的最新資料，為用戶提供最全面最新的資訊服務。

香港巴士通提供多種方便易用的功能，包括智能搜尋、點到點路線搜尋、附近車站搜尋、落車提示、轉乘建議、的士車資計算、以及多種個人化的功能，如「返屋企」功能、常用路線、常用目的地等等。我們亦定時更新各路線的資訊，以及收集各種即時消息，向用戶發

香港巴士通

AxonLabs

and taxi calling apps, as well as a food delivery app, offering useful recommendations to the users while generating revenue. With its innovative and creative use of ICT, the app was awarded the "Outstanding Mesh of Datasets" award in the 2013-14 Public Sector Information (PSI) Application Competition. In the future, HKBus+ will continue to improve by responding more quickly to change in transportation information and sudden changes in traffic conditions, and by releasing more useful functions to facilitate travelling and navigating in Hong Kong. We aim to serve both locals and travelers of Hong Kong.

佈，讓他們得知最新的路面情況。現時系統每十分鐘會自動獲取由運輸署發佈的三條過海隧道的行車情況，供用戶參考以決定如果選擇交通工具。香港巴士通是香港最受歡迎的公共交通資訊應用程式之一，自服務上線至已錄得超過470, 000人下載，每月活躍用戶約70, 000人。

此外，我們更積極與其他公司合作，如移動廣告中介、的士及貨車電召應用程式、以及線上外賣服務應用程式，在透過轉介用戶以獲取盈利的同時，向我們的用戶提供實用的功能。香港巴士通於2014年獲得由政府資訊科技總監辦公室主辦的「資料一線通」應用大賽中「傑出混合使用不同數據集」獎項。未來香港巴士通會繼續改進，加快路線資訊的更新及即時消息的推送，並推出更多實用便利的功能，希望為香港人香港的遊客提供更全面更方便的資訊服務。

Comments from Judging Panel

評審委員會評語

This project has the potential for wider adoption. It is a good innovation with features addressing the needs of the commuters and has already showed significant impact. It benefits Hong Kong citizens and the society as a whole by providing updated transportation information for the convenience of the commuters to make Hong Kong a smarter city.

該項目具有廣闊的應用潛力。項目甚具創意，其功能回應了乘客的需求並已彰顯其影響力。此外，它提供最新的交通訊息，為香港市民提供便利之餘也為社會帶來效益，讓香港成為更智慧城市。

Best Smart Hong Kong (Public Sector Information Application) Silver Award
最佳智慧香港（公共資料應用）銀獎

DigiMobi Technology Ltd. / FT Laboratories Ltd. / Rodsum Wireless Ltd.
圓方電信科技有限公司 / 科達測檢試驗所有限公司 / 洛森無線科技有限公司

Equipment Height Real-time Monitoring System (EHRMS) for Hong Kong-Zhuhai-Macao Bridge Project
港珠澳大橋工程船吊臂高度實時監測系統

Having been commissioned to design and implement an "Equipment Height Real-time Monitoring System" ("EHRMS") we installed the system on the jib of a crane barge working on the HK-Zhuhai-Macau Bridge Hong Kong Link Road Construction Site.

As the construction site was in close proximity to the Airport, the EHRMS system was to monitor whether the crane/jib height exceeded the Airport Height Restriction (AHR) at current GPS coordinates. Civil Aviation Department (CAD) was one of the major users of the EHRMS System.

由於『廣珠澳大橋香港接線路段』建築工地非常接近機場，我們受委託於工程船吊臂上設計及安裝實時高度監測系統，即EHRMS系統。香港政府民航署亦為此系統的主要用戶。

EHRMS系統實時收集GPS、機場高度限制、赤鱲角機場潮汐高度等公共資料，透過感應器收集吊臂傾斜角度及船隻吃水高度等實時數據。

若高度超過限制，EHRMS系統在在一瞬間即可發出警報，直至操作員將吊臂降至安全水平。同時，EHRMS系統會觸發SMS通知承建商及電郵民航署。這樣，系統便可達到兼顧現場及遠程管理的理想目標。已有超過30套系統在2013年投入運作，並預計工作至2016年。

Comments from Judging Panel
評審委員會評語

The projects developed by an entire Hong Kong R & D team shows a number of innovations and the integrations of number of different public sector information sources and smart devices that work together to create the synergies to safeguard and ensure the smooth construction of the Hong Kong – Zhuhai-Macao bridge (Hong Kong session) that connect these three major cities in the Pearl River Delta region.

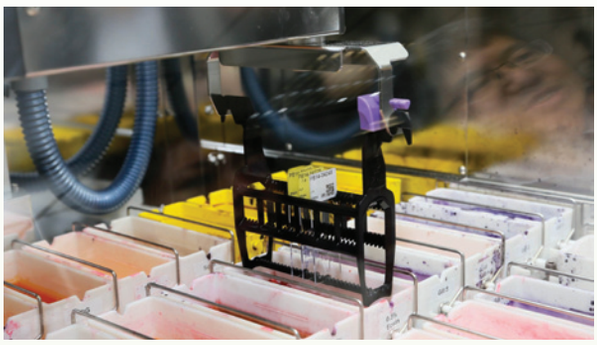
香港的研發團隊的這項目充分顯示了創新，以及整合不同的公共信息資源和智能設備，達致協同效應，確保港珠澳大橋（香港段）的安全以及工程的順利進行。

Best Smart Hong Kong (Public Sector Information Application) Bronze Award
最佳智慧香港（公共資料應用）銅獎

Department of Pathology, Princess Margaret Hospital, Hong Kong Hospital Authority
香港醫院管理局瑪嘉烈醫院病理學部

Anatomical Pathology Laboratory Specimen Identification and Tracking System
病理解剖學標本確認及追蹤系統

Identification error is the leading cause of patient safety incidents in laboratory analysis. The correctness of specimen identification is especially crucial for manual processing of tissue and cytology examinations, as their results often have a high impact on patient management. 2D-barcode technology has recently been introduced to improve specimen identification correctness. Available market solutions similarly employ an on-demand method by direct barcode printing on to cassettes and slides at the time of sample processing. However, such on-demand printing design tends to be inefficient and costly. We designed a novel approach making use of the tree-like relationship of a specimen and the samples derived from it. With computer-generated relational maps created along specimen processing, not only case-by-case matching is safeguarded to ensure correct identification, it also allows batch pre-print for better efficiency. There has not been a single case of specimen mix-up after hundreds of thousands samples were processed since 2010. The system permits full traceability of specimen, and mismatch events are documented automatically for further quality improvement. The innovative solution, with better efficiency, traceability and adaptability than the on-demand method, represents a significant step towards improving the quality and reliability in specimen identification, and set for large-scale adoption by laboratories of different sizes and complexities.



人為的標本誤認，尤其是處理人體組織及細胞方面的錯誤，是化驗室醫療事故的主因。近年雖然將二維條碼應用於標本核對，但由於它們皆以應需方式將條碼列印到樣本上，因而缺乏效率且相對昂貴。這一創新的系統，利用標本及其衍生物間幹枝般的關係，建立了特有的關係圖，為核對及批量列印作依據，既可靠又高效。系統自2010年推出以來，在成效、監控、可塑性等多方面都優勝於應需系統，從未發生過標本誤對的情況，且現已廣泛應用於公立醫院，更好地保障了病人安全。

Comments from Judging Panel
評審委員會評語

This system is a very meaningful innovation as the accuracy of specimen identification is vital to the lives of patients. It enables full traceability of specimen with better efficiency, representing significant improvement in service quality and reliability of specimen identification. Besides, it is easy for laboratories and hospitals of different sizes, both public and private, to adopt the system to further develop their electronic health record (eHR) initiatives.

鑒於標本識別的準確性對病人來說至關重要，這是非常有意義的一項創新。系統可以令標本的全程追溯更加高效，適用性更強，令服務質素、標本識別的可靠性向前邁進一大步。同時，它便於不同規模的公立和私營實驗室採用，為電子健康紀錄計劃作出貢獻。

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

最佳智慧香港（公共資料應用）優異證書

Star Vision Ltd. 星眺有限公司

SVMap 星眺數碼地圖

SVMap is a license-based digital map database with Data Source based on the information collected by Star Vision Limited itself as well as Public Sector Information. Its database covers several versions of the China Digital Map series and Hong Kong Digital Map series which has been highly demanded in recent years. It has 8 different scales, supporting both Chinese and English with 3 formats of data files: Shapefile (.shp), MapInfo (.tab) or Compatible.

SVMap can be tailor-made to entertain any user requirement such as road type for point and linear road network analysis. Point of Interest data layers are available including general building, hotel, hospital, government building, park, transportation terminus and etc. A wide specification is designed for users based on their demand. Various scales are available for different purposes such as construction engineering, land surveying, logistics purpose, fleet management as well as travelling use.

SVMap assists entrepreneurs, government officers to make a well-informed, smart decision based on Geo-spatial data, Location/ Allocation Decision making analysis, supporting Smart City development.

星眺數碼地圖是香港較為少見的自設電子數碼地圖庫的地理數據產品。它運用公營部門與Star Vision Limited自行收集的地理資訊數據，協助創業人士、政府部門、商業機構基於地理空間數據分析做出決定。星眺數碼地圖支持智慧城市的發展，曾協助過可口可樂用於中國全國運輸系統研發及香港政府地政部門規劃。

星眺數碼地圖有8款地圖數據比例，每款都可按比例顯示數據資訊，支援中文及英語操作，並且包括中國大陸及香港的地理數據。其數據庫可存作三種檔案格式，亦可根據用戶要求，匯入作新圖層以更精準地分析路網結構、計算點對點距離及展示地表形象等。

星眺數碼地圖，展現智慧香港！

Comments from Judging Panel

評審委員會評語

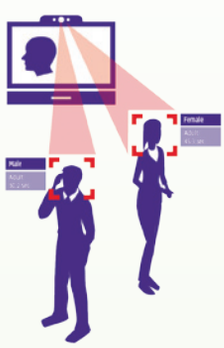
The applications SVMap demonstrated a good use of Public Sector Information to help enterprises, government offices to make well-informed, better decision based on Geo-spatial data, location / allocation decision making analysis to support the development of Hong Kong as a smart city. Various scales are available for different purposes such as construction engineering, land surveying, logistics purpose, fleet management as well as travelling use.

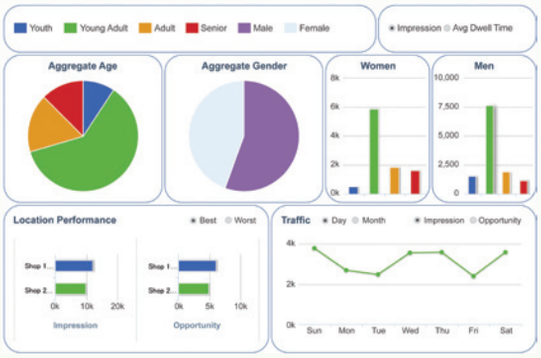
星眺數碼地圖顯示出善用公共信息資源可以幫助企業和政府部門基於地理空間信息做出更好的決定和分析，幫助香港發展為智慧城市。不同尺寸的地圖可用於不同方面，如建築工程、土地測量、物流、車隊管理和旅遊。

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

Cenique Infotainment Group Ltd. / Hutchison Global Communications Ltd.
怡能媒體有限公司 / 和記環球電訊有限公司

HGC Cloud Audience Analytics - Shopper Insight Technology
HGC 雲端顧客分析 — 洞悉商店顧客技術





HGC Cloud Audience Analytics delivers real-time insight into shopping behaviour at a fraction of the cost of traditional analysis. For example, this solution counts the times customers engage with a merchandise display, while capturing a shopper's gender and age group, cross-referenced with time of day. HGC Cloud platform makes this valuable aid to retailers available via any web browser, so field devices can be managed centrally and live analytics can be viewed in at-a-glance dashboard format. HGC Cloud Audience Analytics helps identify and understand retail audiences by providing persistent metrics that can be used to shape more effective marketing approaches.

HGC雲端顧客分析能實時觀察客戶的購物行為，成本比傳統的分析方法更低。例如，此服務在客戶瀏覽櫥窗時，可蒐集其性別、年齡組別及瀏覽時段等資料，並計算出瀏覽人次。零售商利用HGC雲端平台，可透過任何網頁瀏覽器中央管理位於不同位置的裝置，並以一目瞭然的圖表方式，即時檢閱最新的顧客分析數據。HGC雲端顧客分析提供持續性的數據，有助零售商辨識及瞭解顧客，以制定更有效的市場策略。

Comments from Judging Panel
評審委員會評語

The impact of this innovative idea to collect shoppers' information from store front and generate meaningful and actionable information for improving shop advertising effectiveness could be very big. The simple and easy to use facial detection and demographic acquisition tool captures and analyzes customers at any strike point facilitate marketers to make wise, cost effective marketing decisions and strategies to the target demographic.

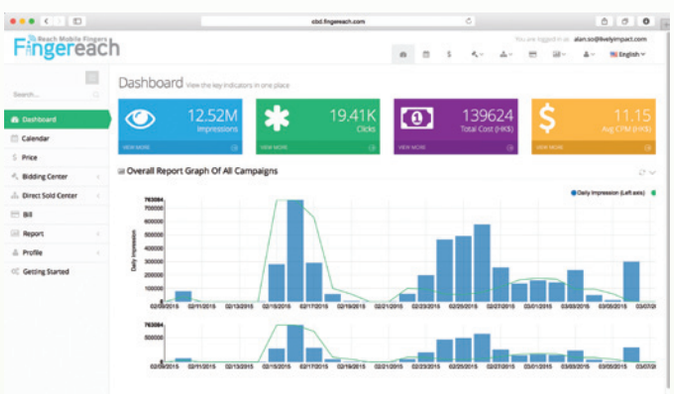
這個創新的想法改善了店舖內收集顧客資訊的效率，並提供有用和可分析的資訊，廣告策略的效果得以大大提升。簡單易用的面部檢測和客戶統計工具，能有助擷取及分析從各點收集的客戶數據，有利於營銷人員作出明智和具成本效益的營銷決定和策略，以鎖定目標客戶群。

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

Lively Impact Technology Ltd. 利聯互動科技有限公司

Fingereach 達眾移動廣告平台

Fingereach is a Mobile Advertising Platform designed for advertisers to buy mobile ads across thousands of apps and webs in real-time, supported by the analytics found using Big Data technologies. Fingereach integrates with leading global and regional Ad Exchanges (e.g. Google AdX, Smaato, Adsmogo) to buy mobile ad slots in real time, based on the data pattern found in billions of usage behaviour data made by different mobile users.



達眾移動廣告平台是一個先進的跨渠道流動廣告平台，為我們的廣告客戶提供大量的流動廣告位置，以傳遞他們的訊息給予廣大的目標流動用戶。

達眾平台接通全球多個領先的廣告交易所（如谷歌，Smaato，芒果移動等），讓我們的廣告客戶可以從數千個流動應用程式或流動網站之間，以實時競投方式去選擇廣告投放位置。我們亦利用核心技術 — 大數據技術，分析數以十億計流動用戶的行為數據，從而幫助我們的廣告客戶，去找尋最適合的目標聽眾，以達至最完美的效果。

Funding of one million dollars was provided by the Small Entrepreneur Research Assistance Programme (SERAP) of the Hong Kong government and the company is currently an incubation company supported by the Hong Kong Science Park.

The platform was one of the finalists in a worldwide competition called Cloudera Data Impact in 2013.

達眾平台在研發期間，已獲得政府創新科技基金一百萬港元的資助。另外，平台亦於二零一三年，打進國際性的大數據獎項Cloudera Data Impact 的前三名。

Comments from Judging Panel

評審委員會評語

The platform supported by big data technologies is very impressive and demonstrates great market potential. The predictive power of the told can be further strengthened by incorporating more different types of related data. As mobile internet ad market and programmatic ad spending are growing fast worldwide, it is crucial for enterprises to identify the right channels and optimize the channels that work best to promote and outreach to the target customers.

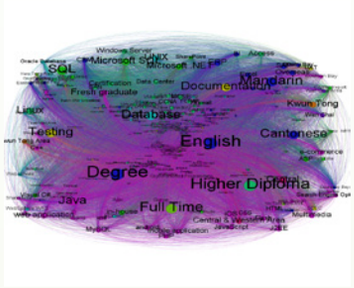
由大數據科技支援的達眾移動廣告平台十分引人注目，並展現出巨大的市場潛力。若透過融合更多不同類型的相關數據，其預測能力定能進一步加強。隨著移動互聯網廣告市場和計劃性的廣告支出於全球迅速增長，企業需要找出正確的渠道，並將之優化，以達到最好的推廣效果，接觸目標客戶群。

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

Cloud Innovation Centre, Department of Information Technology, Hong Kong Institute of Vocational Education (Lee Wai Lee)
香港專業教育學院（李惠利）資訊科技系雲端創新應用中心

Hong Kong Information Technology Job Advertisement Data Science Report
香港IT工招聘廣告數據科學報告

The expressed aim of this report is to assist IT practitioners, students and teachers to understand the Hong Kong IT industry requirements for manpower. It is important for students to find out which essential technical knowledge and skills they require for job-finding, e.g PHP or ASP.NET? Android or IOS?



The methodologies of Data Science have been adopted in this project to investigate the keywords and extract the hidden information from over 192,000 IT job advertisements. The results of this project enable better decisions to be made on further study and career development.

The whole system is running in Amazon Web Services, and makes use of different open source big data technologies i.e. Apache Hadoop and R. Our thanks go to Amazon Web Services in Education for the research grant.

本報告旨於幫助IT從業者、學生和教師了解IT行業在香港的人力需求。當尋找工作時，學生必須知道他們需要什麼基本的技術知識和技能，例如PHP或ASP.NET？Android或iOS？

這個項目應用數據科學的方法研究關鍵字，提取超過192,000 IT招聘廣告隱藏信息。因此，該項目的結果有助IT業人士作更好的進修和職業發展決策。

「清楚IT行業真正要求及自己的位置，免行冤枉路！」整個系統在Amazon Web Services上執行，並運用不同的開源大數據技術，如 Apache Hadoop 和 R。我們要特別鳴謝Amazon Web Services教育研究基金的贊助。

Comments from Judging Panel
評審委員會評語

The idea is quite innovative and the algorithms are impressive. The collection of enormous IT related job advertisements in Hong Kong and the adoption of big data technologies to analyze over 190,000 advertisements helped the related education institution to understand the market needs and technology trends but also to develop and fine tuning the course material to address the demand from the potential employers. While at the same time, the reports facilitate the students to select the relevant subjects for IT skill sets development that will cope with the technology trends. It can be extended to other aspects to benefits the ICT industry as well.

這個想法相當新穎，而所利用的運算法則亦令人印象深刻。透過收集香港龐大的科技界相關招聘廣告，以及應用大數據科技分析超過190,000個廣告，能有助相關的教育機構了解市場需求和技術發展趨勢，亦幫助開發及調整課程內容，以解決潛力僱主的需求。同時，該報告有利於學生選擇相關科目，發展科技上的技能。除了配合業界的發展趨勢外，未來亦可以延伸至其他方面，為資訊及通訊科技產業帶來效益。

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

最佳智慧香港（物聯網應用）金獎

Ambi Labs Ltd.

Ambi Climate: The Smart Add-on for Your Air Conditioner
Ambi Climate 令你的冷氣智能化

Ambi Labs is a Hong Kong based Internet of Things startup. Our introductory product Ambi Climate is a small, sleek smart home device that upgrades the intelligence of an existing air conditioner revolutionising the way households interact with their air conditioners (ACs).

This device connects the AC to a smartphone, allowing the air conditioner to be monitored and controlled from anywhere in the world.

Ambi Climate also uses artificial intelligence to analyse data from both inside the home and from the surrounding environment, and to learn about the user's habits and preferences. By understanding these, Ambi Climate can automatically adjust the AC to provide a "tailor made" indoor climate. It reduces overcooling, and makes AC usage more efficient, saving energy.

Ambi Labs recently ran a successful crowdfunding campaign on the Kickstarter platform raising almost US$115,000 in pre-orders from enthusiastic customers. The first 200 units have already been shipped with a further 800 units being delivered in Q2. A retail version is planned to be launched later this year.

Ambi Labs是香港成立的IoT創業公司。首個產品Ambi Climate能改善用家應用空調的方式，帶來全新的互動體驗。

Ambi Climate 連接空調到智能手機，讓你可隨時隨地掌握及調節家中的空調。

利用人工智能技術， Ambi Climate 收集室內外的環境數據，了解你的喜好和習慣，並自動調節適合你的溫度，為你「度身訂造」室內環境，減少耗電及室溫過熱或過冷。

Ambi Labs 早前於 Kickstarter 成功取得約 USD115,000 的預售訂單。首200個商品已經發貨，其後的800個將在第二季度發出，而零售版會稍後推出。

Comments from Judging Panel
評審委員會評語

The Ambi Climate is a unique and innovative IoT application that makes the existing air conditioner more intelligent and creates great impact on peoples' life and the eco-friendly environment. This smart device collects a variety of data, learns the user preferences and daily habits on air conditioners via mobile app and built in sensors and intelligently adjusts the indoor climate to provide a comfort and energy saving environment for the users. The pre-orders received also revealed the market potentials of intelligent smart home devices in the near future.

Ambi Climate是獨特而創新的物聯網應用，能令現時的空調變成智能電器，改善家居生活，並為環保出一分力。這項智能裝置通過手機程式和內置的感應器收集一系列數據，領略用家使用空調的喜好和日常習慣，再智能調節室內溫度，為住客提供舒適而節能的住家環境。從預訂單數目可見，智能家居設備的市場已是一觸即發。

Best Smart Hong Kong (Internet of Things Application) Silver Award
最佳智慧香港（物聯網應用）銀獎

Fukui Shell Nucleus Factory Ltd. 福井製核所有限公司

IoT- Enabling Technologies for the Pearl Industry 珍珠業界的物聯網啟動技術

Following over a decade of research, development and perseverance, pearls can now take advantage of modern technologies to become part of the Internet-of-Things. These technologies draw the relationship between humans and natural gems much closer than before, thereby transforming the way pearls are perceived.

Metakaku™, the pearl industry's innovative technological enabler, imparts a unique identity to each pearl. When incorporating other technologies, Metakaku™'s applications expand. These applications include identifying the origin and authenticating each pearl. Using the cloud storage technology as the foundation for the locally-developed Global Pearl Database, the pearl industry participants and the public can learn more about the stories of the pearls that have used the Metakaku™ technology.

經歷了十多年的研發和等待，珍珠可利用現代科技成為物聯網的一份子。珍珠業界可利用科技作革新及改善，把人類和自然瑰寶的關係拉近。

Metakaku™是一個賦與每顆珍珠一個獨立身份的珍珠業界創新技術。與其他科技相互操作，Metakaku™可作更廣泛的用途。這些用途包括追溯珍珠來源及證明珍珠的真確性。採用雲端儲存技術建立的環球珍珠資料庫，可讓身在世界不同地方的珍珠業界參與者及公眾了解任何有關採用了 Metakaku™ 技術的養殖珍珠資料。

Comments from Judging Panel
評審委員會評語

It is a truly innovative application that addresses the industry needs of pearl identification and traceability from pearl seeing to finished products. The RFID embedded nucleus is going to transform the value chain of the pearl industry across the world starting from a Hong Kong pearl nucleus manufacturer who is supplying to about 30% global market share of pearl nuclei supply. The unique identifier grants for the nuclei enabled by the EPC Gen2 RFID chip carries all the way down the chain to the hands of the consumers, making it possible for pearl value chain players - cultivators, traders, jewelers, and consumers to obtain pedigree information of each pearl alongside with physical grading which create a huge opportunity to set the standard for the pearl industry.

這是一項煥然一新的應用技術，能滿足業界由篩選珍珠到製作完成品的各種識別和追蹤需要。內嵌無線射頻識別的「核」將革新全球珍珠業的價值鏈，那起源於香港一家珍珠核製造商，它正供應全球約30%的珍珠核。這顆核內置產品電子代碼第二代無線射頻識別晶片，將作為整個價值鏈上獨一無二的識別代碼，直到產品送交消費者手中。價值鏈上的所有持份者將可獲得每顆珍珠的系譜資訊，當中包含實物評級，那將能大力促進珍珠業建立統一標準。

Best Smart Hong Kong (Internet of Things Application) Bronze Award
最佳智慧香港（物聯網應用）銅獎

ATAL Technologies Ltd. / MTR Corporation Ltd. 安樂創新科技有限公司 / 香港鐵路有限公司

Construction Stage Tunnel Access Control System (TACS) 興建中的隧道人流管理系統

Safety is of paramount importance in the engineering industry whether it is during construction or when normal operations have commenced. ATAL's customised solution for one of Hong Kong's top corporations – MTR Corporation (MTRC) – has raised safety levels in a challenging long tunnel environment, whilst establishing ATAL's status as Hong Kong's first vendor of Radio Frequency Identification (RFID) access control systems in such harsh environments. To secure a high incident handling efficiency, MTRC required a complex solution to keep track of thousands of workers within the Express Rail Link (XRL) tunnel construction sites. ATAL's custom-built Tunnel Access Control System (TACS) takes incident handling to a higher level and shortens response time in the event of accident or emergency. By using RFID technology it keeps track of the movements of all workers inside the 26 kilometres of tunnel sites and is designed to care for up to 5,000 workers.

TACS integrates advanced active RFID technology, 3G telecommunications and custom-made software to keep track of workers by RFID tags installed in their helmets and RFID readers within different tunnel segments. Instantly located, the tags have long detection ranges effective up to 50 metres away from the RFID readers and this system is combined with software specially made for the unique demands of tunnel environment.

Comments from Judging Panel
評審委員會評語

The system demonstrates the commitment of applicants to the construction safety of the workers. As the Express Rail Link infrastructure development is full speeding ahead, the safety of the personnel working in the 2.6 km long tunnel underground is important at times of accidents and emergence. In case of incidents, the TACS provides crucial information to facilitate MTR Corporation and the rescue team to effectively response to the situation underground while at the same time value add to the contractors of alerting any expired personnel credentials detected entering the working sites like Green Card.

對工程界而言，無論項目開展至任何階段，安全均至為重要。安樂成功為香港鐵路有限公司研發出香港首套以無線射頻識別技術運作的隧道人流管理資訊系統，有效為環境嚴竣的長距離隧道工程提升安全水平。

這套綜合完備的解決方案能協助港鐵公司了解在26公里長的隧道環境內，多達5,000名工作人員的實時行動資料。一旦發生意外或緊急事故，便能加強處理能力和縮短應變救援時間，提升處理工程事故的效率。

隧道人流管理資訊系統結合高端的主動式無線射頻識別技術、3G通訊系統和安樂自行研發的軟件系統。透過安全帽上的射頻標籤及安裝在每個隧道分段的無線射頻閱讀器，便能準確及有效地接收標籤發出的訊號，覆蓋範圍達50米，從而得知工作人員的所在地段。這系統配合運算軟件，完全符合隧道環境的獨特需要。

此系統印證了參賽者對地盤工人安全的承擔。正值高鐵項目全速前進，2.6公里長的地下隧道職工安全不容忽視，企業須為意外做好準備。一旦發生事故，TACS將提供關鍵資訊，助港鐵公司與救援隊伍應對地下情況。它亦可為承建商提供增值服務，如偵測到任何人員持有逾期認證（如綠卡）進入地盤時發出警報。

Best Smart Hong Kong (Internet of Things Application) Certificate of Merit
最佳智慧香港（物聯網應用）優異證書

Bindo Labs Ltd. | Bindo實驗室有限公司

Bindo POS | Bindo 銷售系統

Bindo is dedicated to providing local businesses with the growth they need by helping generate brick-and-mortar sales while also developing strategies that help merchants achieve sales growth online. Bindo's cloud-based iPad Point-of-Sale (POS) system boasts an intuitive cash register that is able to facilitate multiple types of payments and transactions as well as an intelligent inventory system that can assist merchants in managing both online and offline sales across multiple locations.

Bindo專注為本地企業打破實體店面與虛擬店面的藩籬，提供有助於企業快速成長的解決方案。透過Bindo雲端銷售時點情報系統（Cloud-based iPad Point-of-Sale system），支援包括現金、八達通、VISA、MASTER CARD、銀聯卡等多種付款模式，兼具有智慧倉儲管理系統，客戶可以輕鬆、省時地同時管理多個實體店面及網路店面的銷售及倉庫存貨，以達致更高的營銷目標。

Comments from Judging Panel
評審委員會評語

The iPad based point of sales system offers not only the basic of POS scanning, mobile payment but also an integrated approach to CRM, inventory management and allowing merchants to access to analytic tools which are essential to predict and address to the market needs. Bindo Marketplace has been well received with a short period of introduction in local market that about 20 merchants are now working with Bindo and over 350 merchants in the US.

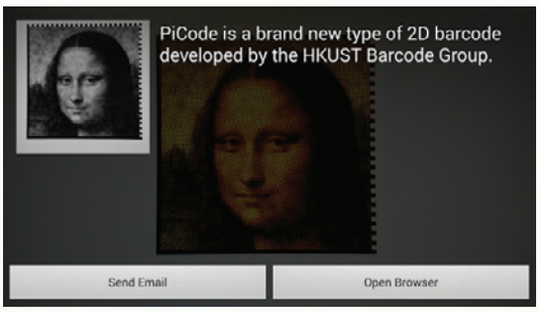
Bindo Labs 這套以iPad為基礎的零售點系統不只提供基本的零售點掃描和流動付款功能，還整合了顧客關係管理和倉存管理方案，方便企業通過分析工具來預測和迎合市場所需。Bindo市場於本地推出後，旋即受到歡迎，已有約20家企業採用，在美國則更已進駐逾350家企業。

Best Smart Hong Kong (Internet of Things Application) Certificate of Merit

最佳智慧香港（物聯網應用）優異證書

The Hong Kong University of Science and Technology 香港科技大學

PiCode: the Picture Embedding 2D Barcode PiCode：可視化二維碼



In the era of Internet of Things (IoT), 2D barcode plays a significant role in tagging items that can be scanned. A novel picture-embedding 2D barcode, PiCode, is presented. Unlike the conventional binary 2D barcode, the picturesque appearance of PiCode enables its easy integration into artistic advertisement designs. More importantly, the visual hint provided by the embedded image offers some human readable information before the barcode is decoded.

在物聯網（IoT）的時代，二維碼在標籤可掃描物件的方面有顯著作用。在這項作品中，我們展示一種新穎的嵌入圖像二維碼（PiCode）。與傳統的黑白二維碼不同，它擁有圖片般的外觀，並可以容易地融入到藝術廣告設計中。而且，通過嵌入的圖片所提供的視覺信息，用戶可以在二維碼被解碼前獲得相關的信息。

Comments from Judging Panel

評審委員會評語

The PiCode, an artistic version and a new approach of QR code whereby information is encoded in a picture format is visually more attractive and appealing than the traditional 2D barcodes. Hence, this new way of QR code will bring big impact to marketing and advertisement.

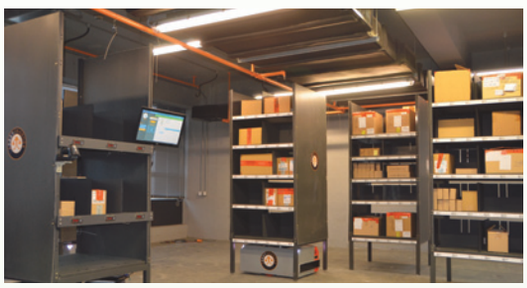
Pi碼是QR碼的一種屬美工版本的新方案，資訊均以圖案格式編碼，相比傳統2D條碼，視覺上更為吸引。這種新型的QR碼將會為市場營銷和廣告界帶來重大衝擊。

Best Smart Hong Kong (Internet of Things Application) Certificate of Merit
最佳智慧香港（物聯網應用）優異證書

Kerry Logistics 嘉里物流

Kerry Omni Channel Fulfillment 嘉里全方位物流管理方案

Kerry Omni Channel Fulfilment is a one-stop order implementation solution which seamlessly incorporates hardware and software components in response to the requirements of a modern retail business. It unites Kerrier Warehouse Management System (KerrierWMS), Kerrier Electronic Proof of Delivery System (KerrierEPOD) and Robot to provide a comprehensive solution for warehouse automation, order management and order tracking.



KerrierWMS and Robot minimize the error rate of picking a product as the correct item is automatically transported to the picker. Logistics staff have only to pick and confirm the item by a scanner instead of wasting time selecting items manually.

KerrierEPOD is an android mobile application used by delivery staff to browse assigned order details and report delivery status with GPS location and photos of the package. Logistics staff can monitor order status and provide instant follow for any incident.

嘉里全方位物流管理方案是一站式的解決方案，結合硬件和軟件應用，解決現代全方位零售業對物流管理上的要求。方案結合嘉里倉庫管理系統(KerrierWMS)、嘉里電子交付系統(KerrierEPOD)和機器人系統來提供自動化倉儲、訂單管理及訂單追蹤服務。

結合嘉里倉庫管理和機器人系統，機器人會自動將貨品運送到包裝區，物流員工的工作，只需要挑選並掃描條碼確認，大大減少了在倉庫步行的時間及選貨時的錯誤率。

嘉里電子交付系統是一個以安卓執行的手機應用程序，送貨員可以通過手機瀏覽訂單的詳細信息，並通過上載GPS位置、包裹照片及交貨狀態從而令控制中心員工監控訂單狀態，在事故發生時提供即時的跟進。

Comments from Judging Panel
評審委員會評語

The rapid growth of e-commerce and the Omni-channel retailing are not only transforming the retail business but also the logistics landscape as the complexity of the product mix, same day delivery and best customer experience all create challenges. To cope with the new changes in retail, Kerry Logistics integrates warehouse and distribution applications with cloud-based robots to uplift the efficiency of order fulfillment while big data analytics of orders and robotic activities automatically compute the location of the mobile racks in real time to ensure fast moving items are close to the pick stations. This application serves as a reference to the local logistics industry on how to achieve higher space utilization, improve efficiency with automation and enabling technologies to sustain Hong Kong as the leading Asia logistics hub.

電子商貿與全方位零售的迅速增長不只刷新零售業面貌，也為物流業帶來改革。複雜的產品組合、同日配送和優質顧客體驗等要求，帶來種種新挑戰，企業不得不求變。為迎合零售業的新轉變，嘉里物流把倉庫與批發應用與雲端機械人結合，以提升履行訂單的效率。其中對訂單和機械人活動進行的大數據分析，能自動並即時計算出流動貨架的位置，確保快速流轉的產品最貼近取貨站。本地物流界可參考這項應用，以提高空間使用率，並通過自動化和應用技術來改善效率，鞏固香港作為頂級亞洲物流中心的地位。

Introduction of Organiser
主辦機構簡介

Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, global supply chain standards organisation headquartered in Brussels, Belgium, with over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains through the provision of global standards and a full spectrum of standards-based solutions and services, thus making possible business optimization and value creation. It engages with communities of trading partners, industry organizations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

GS1 Hong Kong currently has more than 6,500 corporate members covering close to 20 industries including retail consumer goods, food, wine, healthcare, apparel, consumer electronics, logistics and information 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社群的成員組織之一，也是一間積極開發和實施全球供應鏈標準的非牟利機構。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務，讓香港企業享用更有效率、更高透明度和更安全的供應鏈，以優化業務及創優增值。透過採用全球供應鏈標準，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逾6,500名企業會員，涵蓋約20種行業，包括零售消費品、食品、葡萄酒、醫療護理、成衣、消費電子產品、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。

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Hong Kong R&D Centre for Logistics & Supply Chain Management Enabling Technologies	香港物流及供應鏈管理應用技術研發中心
Hong Kong Retail Management Association	香港零售管理協會
Hong Kong Science And Technology Parks Corporation	香港科技園公司
Hong Kong Trade Development Council	香港貿易發展局
Hong Kong Wireless Technology Industry Association	香港無線科技商會
Information and Software Industry Association	資訊及軟件業商會
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