



HONG KONG
ICT AWARDS
2009 香港資訊及
通訊科技獎

Best Lifestyle Award 最佳生活時尚獎

Organiser
主辦機構



Hong Kong Information Technology Federation
香港資訊科技商會

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HONG KONG ICT Awards 2009

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Best Lifestyle Award 最佳生活時尚獎

◇ Background and Objective 背景及目的

The Hong Kong ICT Awards were established in 2006 under a collaborative effort amongst the industry, the academia and the Government. The Awards aim at building a large scale and internationally recognised branding of ICT awards of Hong Kong.

The Hong Kong ICT Awards recognise, promote and commend the excellent achievements to which Hong Kong ICT professionals and organisations contribute. The Awards also encourage local practitioners to develop innovative and creative ICT solutions, which will uplift the image of Hong Kong ICT sectors, both locally and internationally.

The Hong Kong ICT Awards 2009 are coordinated and administered by an Organising Committee, chaired by the Government Chief Information Officer. The Awards comprise nine categories, including Best Business Award, Best Collaboration Award, Best Digital Entertainment Award, Best Digital Inclusion Award, Best Innovation & Research Award, Best Lifestyle Award, Best Professional Development Award, Best Public Service Application Award, and Best Ubiquitous Networking Award. Each award category is organised by an industry-related organisation. There will be one Grand Award in each category and an "Award of the Year" will be selected from the nine Grand Awards by the Grand Judging Panel.

Lifestyle is a way of living based on identifiable patterns of behaviour based on an individual's choice, influenced by individual's personal characteristics, their social interactions and socioeconomic and environmental factors. This includes attitudes, values or worldview.

The word has proved durable and useful. Today, the term "lifestyle", when describing the integration of mobile content, products and services into an individual's daily life, on Google appears nearly 211 million times, and 'mobile lifestyle' nearly 741 million times.

According to Bill Gates, Chairman of Microsoft, "Technology has revolutionised how we listen to music, watch TV, play games, communicate, and manage and share personal information. In the years ahead, further exciting innovations will unify the software, hardware and services in people's lives, offering them even richer more engaging and deeply connected experiences.

Hong Kong ICT Awards 2009: Best Lifestyle Award was established for five major objectives:

- To recognise excellence of ICT development and adoption to most outstanding applications, services, products that enable people move towards a more convenient and enjoyable lifestyle.
- To promote greater use of ICT in the community.
- To encourage local and original software development and promote improved creativity in the exploitation of technology.
- To educate the community about the importance of ICT in their daily lives
- The promotion of the winning entries' would lead to their greater and better use by our community for the betterment of our quality of life

結合業界不同的支援組織、專業團體、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，目的是為香港舉辦一個大型、並獲國際認同的資訊及通訊科技專業獎項。

香港資訊及通訊科技獎旨在表揚及推廣香港資訊及通訊科技業的精英、企業及機構的卓越成就和貢獻，亦同時鼓勵本地業界從業員開發創新和富創意的方案，藉此進一步提升業界在香港及國際的專業形象。

統籌2009香港資訊及通訊科技獎的籌備委員會是由政府資訊科技總監所領導，設有九個類別的獎項，包括最佳商業系統獎、最佳協同合作獎、最佳數碼娛樂獎、最佳數碼共融獎、最佳創新及研究獎、最佳生活時尚獎、最佳專業發展獎、最佳公共服務應用獎，以及最佳無間斷網絡獎，分別由業界各相關組織負責主辦。每個類別均設有一個大獎，而最終評審委員會再從其中甄選出「全年大獎」。

生活時尚是根據個人選擇並受個人性格、社交、社會經濟和環境因素所影響而產生的生活模式，這包括社交生活、消費、娛樂及衣著，生活時尚同時反映個人取態、價值或世界觀。

這名詞是持久而有用的，今日，在Google網站，如果「生活時尚」是用作形容將流動內容、產品及服務融入個人日常生活中，合共出現二千一百八十萬次，而「流動生活時尚」則出現二百二十六萬次。

微軟主席蓋茨表示：「科技已經對我們聽音樂、觀看電視、遊戲、溝通、以及管理和分享個人資料方面帶來了一場革命，在未來日子，更令人興奮的新科技將會使軟件、硬件和服務在人類的日常生活中一體化，帶來更豐富、更有趣和更深聯繫的體驗。」

2009香港資訊及通訊科技獎：最佳生活時尚獎有以下五個主要目的：

- 表彰傑出的資訊及通訊科技研發，及其應用於軟件、產品上，以改善生活質素。
- 鼓勵更廣泛的資訊科技應用。
- 鼓勵更多具創意的軟件發展，以及提升開發科技的創意。
- 教育社會大眾資訊科技於生活上的重要性。
- 透過推廣得獎項目，有助社會大眾更多和更有效使用這些產品，從而改善生活質素。

Message from President 會長獻辭

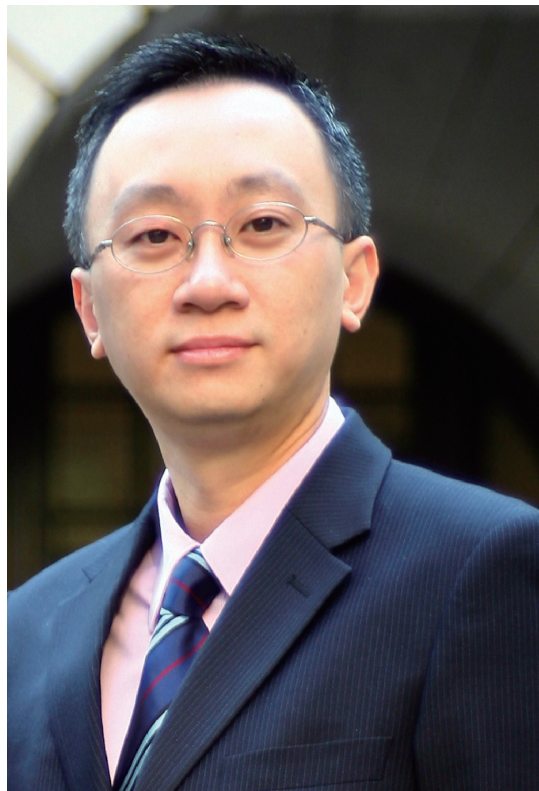


Mr. Francis Fong

President, Hong Kong Information Technology Federation

方保僑先生

香港資訊科技商會會長



In the past 4 years, HKICT Awards has already emerged as one of the most important events for the ICT industry in Hong Kong with the objective to recognize and encourage ICT excellence. Hong Kong Information Technology Federation (HKITF) is honored to be the leading organizer of Best Lifestyle Award this year.

We are delighted to have 63 entries this year which is more than ever before. As one of the judges, I am incredibly impressed by the creativity and passion of all the local contestants towards the Internet and technology development for the betterment of our quality of life.

Congratulation to all award winners and participants who have put much effort in making pride of the Hong Kong ICT industry! I am confident that our ICT award winners will continue to win international recognitions and accreditations around the world. On behalf of HKITF, I would like to express my gratitude to all the judges, assessors, sponsors and our working committee for their contributions in making the event a great success.

短短四年光景，香港資訊及通訊科技獎已成為業界舉足輕重及備受推崇的獎項，這項殊榮正好表揚業界從業員的努力付出和產品的成功。香港資訊科技商會很榮幸再次成為香港資訊及通訊科技(最佳生活時尚)獎的主辦機構。

今年參賽反應十分踴躍，共有63份參賽作品，數量是歷屆之冠，這很令人鼓舞。本人很榮幸有分參與評審工作，在評審期間深深感受到參賽者對發展本土資訊及通訊科技產品的無限創意及熱誠，他們的創新思維已融入我們的日常生活，為我們締造更優質的和諧社會。

謹此恭賀各傑出的得獎企業，亦多謝業界參與推動資訊及通訊科技產業。我們都為所有競逐獎項的機構感到驕傲。本人深信本地的佳作在可見的將來會再次贏得國際性的讚譽，在世界市場展示香港非凡的實力。最後，我謹代表香港資訊科技商會在此多謝各評判團成員，贊助機構、和籌備委員的支持和貢獻，使活動順行完結。

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

Mr. Stephen Chan

陳志雲先生



On behalf of the Judging Panel of the Hong Kong ICT Awards 2009: Best Lifestyle Award, I would like to extend my heartfelt congratulations to the winners on receiving this prestigious award recognized by worldwide professionals.

When mentioning the term 'lifestyle', one may easily associate it with staying connected with sophisticated technology and chic fashion. This Award, however, has truly reflected a more comprehensive and profound meaning of 'lifestyle' — making good use of the advanced communication technology that connects people closer to each other, creating a quality living environment that offers both comfort and convenience while adopting green and healthy living habits at the same time. All these elements contribute to the enhancement of our living standard. The creative and yet practical products and services developed by the winners this year successfully convey the aforesaid positive lifestyle messages, indicating that leading a quality life can be something within our reach.

I sincerely look forward to seeing the continued effort of our local elites in pursuit of new horizon in information and communication technology, which in turn will help further strengthen Hong Kong's long-held leading role in the global market.

本人謹代表2009香港資訊及通訊科技獎：最佳生活時尚獎評審委員會，祝賀得獎者獲此國際專業認同的殊榮。

談及時尚生活，一般人認為「時尚」只是等於緊貼尖端科技及打扮入時，而此獎項則成功地給予「生活時尚」一個更全面及深入的定義——善用通訊科技增進彼此聯繫，營造方便舒適的環境，實踐環保及健康生活，從而提升生活質素。得獎者創造出具有創意且實用的作品，成功傳遞此等正面訊息，讓你和我都能夠享受優質生活。

我期待本地精英不斷開發新的資訊及通訊科技，進一步鞏固香港在國際市場的領導地位。



Message from Chairperson of Green & Healthy Stream Assessment

綠色·健康組別評審主席獻辭

The Hon. Miss Tanya Chan

Legislative Councilor

陳淑莊小姐

立法會議員



As one of the few truly helpful measures of the Government, the Hong Kong ICT Awards doubtlessly spark off innovations for the improvement of the living standard and well-being of the people in Hong Kong and the world.

I hereby give my sincere congratulations to all the Awards' winners and best wishes to the ICT industry of Hong Kong.

科技發展為的是提升生活質素。最佳生活時尚獎正體現這一要旨，表彰改善生活質素的科技應用。我在此祝賀各得獎者，並祝願香港資訊及通訊科技獎的活動順利舉行，資訊科技界業務蒸蒸日上，創意更上一層樓，為社會大眾帶來更大貢獻。



Message from Chairperson of Social Community Stream Assessment

網絡社交組別評審主席獻辭

Mr. Ricky Wong

Chairman, City Telecom (HK) Limited

王維基先生

城市電訊(香港)有限公司主席



As the Chairperson of the Social Community Stream Assessment in this year's Hong Kong ICT Awards: "Best Lifestyle Award", I would like to express my cordial congratulations to all the winners, as well as my utmost gratitude towards the Hong Kong Information Technology Federation, for their tremendous contributions in promoting the development of Hong Kong's IT industry. I am very confident that more innovative local IT solutions would follow to further inspire our IT industry, spearheading the progressive development of Hong Kong.

作為今屆「香港資訊及通訊科技獎：最佳生活時尚獎」網絡社交小組的評審主席，本人謹此祝賀所有得獎者，並衷心感謝香港資訊科技商會於推動本地資訊科技工業發展所作出的重大貢獻。本人深信將會有更多富創意的本地資訊科技方案出現，繼續啟發我們的資訊科技工業，引領香港向前發展。



Best Lifestyle Award Judging Panel

最佳生活時尚獎評審委員會



Chairman (front row, second from the right)

Mr. Stephen Chan

主席 (前排右二)

陳志雲先生

Panel Members (From Left)

Dr. William Lo (not in photo)

Mr. Lawrence Li

Centre Director, Hong Kong Wireless Development Centre

Mr. Hilton Law

Director - Strategic Alliance, Information and Software Industry Association

Ms. Fanny Chau

Commercial Specialist, Commercial Section, American Consulate General, Hong Kong

Ms. Judy Leung

Vice President, Hong Kong Information Technology Federation

Mr. KM Yim

Chairperson, Executive Council, Hong Kong Institute of Marketing

Mr. Francis Fong

President, Hong Kong Information Technology Federation

Mr. Sin Chung Kai, SBS, JP

Former Legislative Councilor (IT) 1998-2008

Dr. Johnny Ng

Vice President (Industry Development and International/China Affairs) & Honorary Secretary, Hong Kong Computer Society

Mr. Nicholas Yang

Chief Executive Officer, Hong Kong Cyberport Management Company Limited

委員 (由左起)

盧永仁博士 (不在相片中)

李志誠先生

香港無線發展中心總監

羅耀宗先生

資訊及軟件業商會總監 - 策略聯盟

周玉慈小姐

美國駐香港總領事館商務署商務專員

梁慧珠小姐

香港資訊科技商會副會長

嚴啟明先生

香港市務學會理事會主席

方保僑先生

香港資訊科技商會會長

單仲偕SBS太平紳士

前立法局議員(資訊科技界)

吳傑莊博士

香港電腦學會副會長 (業界發展及國際/中國事務) 及名譽秘書

楊偉雄先生

香港數碼港管理有限公司行政總裁

Best Lifestyle Grand Award 最佳生活時尚大獎

also as Best Lifestyle (Creative & Free Living) Gold Award
同時亦是最佳生活時尚（創意·休閒）金獎



Music Powerhouse Limited
MPH Music Discovery System
www.music-powerhouse.com

無限音樂科技有限公司
MPH 音樂搜索系統

MPH Music Discovery System is an intelligent and efficient tool helping users to find and discover more music that they would like. It comprises 2 engines: the music discovery engine proactively recommends songs with similar tone, mood and feel from a huge music library based on the musical characteristics.

Once the users indicate a song that they like, the engine will spontaneously generate a list of similar songs, other tracks from the same genre/artist and with similar song titles for the users to listen to. The engine covers and cross-refers songs of different genres and languages for users to widen their music exposure.

The System's music recognition engine can identify a song in 10 second with a 10 to 15-seconds recording of music submitted by the user. It is catered to accommodate music in mono and/or low quality recording with ambient noise from users' mobile devices. Once a song is identified, the music discovery will follow for the users to further explore more music.

The System is engine-based offering a scalable solution to handle a large music library efficiently. With ready REST API for integration and music applications development, the System handily supports iPhone, Android and Windows Mobile devices, plus PC and Mac.

Unique peripheral music mobile games "Sing Like A Star" and "King of Animal Howl", music e-learning and karaoke applications are being developed based on the core technology.

Music fans can enjoy a whole new mobile and web music experience to increase their music enjoyment and utilization.



MPh音樂搜索系統分兩部分：音樂搜索器（Music discovery engine）和音樂辨認器（Music recognition engine）：

- i) 音樂搜索器
根據歌曲的旋律、音域、節奏、感情、氣氛等元素去拆解樂曲/基因（DNA），主動推薦相近歌曲給聽眾欣賞。
- ii) 音樂辨認器
根據一段十秒至十五秒的歌曲片段錄音，於十秒鐘內找出正確歌曲名稱，並自動推薦相近歌曲給使用者。

MPh音樂搜索系統讓樂迷可簡易地利用電腦上網或手機接觸到更多、更廣泛音樂。MPh音樂搜索器特別擅長處理華語流行曲，及華語流行曲與西方流行曲之關係，可與網站或流動音樂入門站之音樂庫銜接，於Android, iPhone 或 Windows Mobile devices等手機平

Comments from Judging Panel: 評審委員會評語：

The system is designed to be a useful and efficient tool to help music lovers to explore and find more music that they would like from the huge and continuous growing music library. It is a great tool to introduce new music to and help widen the music tastes of music lovers. This is a good ICT innovation to enhance the quality of our lifestyle. With good product strategies, the product has good potential in mobile, internet and music markets.

這系統是音樂愛好者的好幫手。系統可從龐大的音樂庫中，協助樂迷搜尋更多他們所喜愛之音樂，擴闊樂迷的音樂品味。這資訊及通訊科技產品正好利用創新的技術，為音樂愛好者簡易地搜尋所喜愛之音樂，從而有助提升我們的生活質素。如能配合良好的市場及產品發展策略，可於手機及網上的音樂市場上有更大的發展潛力。

Best Lifestyle Award (Creative & Free Living) Gold Award

最佳生活時尚（創意·休閒）金獎



PCCW Limited

PCCW “eye2”

www.pccw.com

電訊盈科有限公司

電訊盈科eye2家居無線多媒睇



PCCW eye2 is a Portable Media Centre which fully exhibits our unique quadruple-play innovation and leadership. It is a real breakthrough in telecommunications technology, a “state-of-art” home device that will certainly enhance the quality of life. It is an 8-inch touch-screen device equipped with voice and video call functionality and a built-in now TV decoder – enabling customers to watch over 170 channels of now TV, listen to over 130,000 MOOV music titles, access to interactive learning for kids and over 100 other infotainment contents and applications.

The PCCW eye2 serves as a personal TV set to screen now TV programmes such as Barclays Premier League soccer matches, 24-hour local, international and business news, movies and cartoons. And you will not miss any important scene from now on with the WiFi enabled PCCW eye2.

At your finger tip, you could retrieve daily useful information by browsing through local, international, financial news bulletins, weather forecasts, updates on horse-racing with live broadcast, soccer and Mark Six Lottery, stock-quotes, horoscopes and zodiacs.

電訊盈科eye2家居無線多媒睇是結合電話、電視、多媒體播放器、資訊娛樂平台及互動功能於一身的服務。配以8吋手提輕觸式屏幕及無線裝置，除可以選用視像及話音通話外，更可讓客戶在家中任何一個角落，收看擁有逾170條精彩頻道的now寬頻電視、盡享MOOV音樂旗艦店超過130,000個音樂內容，讓小朋友透過各式各樣的互動教學內容學習兩文三語，以及瀏覽新聞、天氣、馬會資訊、股市行情、食譜及即時購買電影戲票等共百多種精彩的資訊娛樂內容及互動服務。

eye2家居無線多媒睇將電訊盈科獨一無二的『四網合一』優勢發揮得淋漓盡致，為現代家庭帶來通訊及娛樂的新體驗。

Comments from Judging Panel:

評審委員會評語：

PCCW's “eye2” is an innovative product with good integration of wireless, internet and telecom technologies into a handy well-designed device for home entertainment, a good showcase of converged ICT technology that can be enjoyed by general public. The device is powered with sophisticated functionalities, and user-friendly. It provides very comprehensive home entertainment service with affordable and reasonable pricing. The product also reflects good local investment in R&D, and a good case to promote mobility lifestyle.

電訊盈科eye2家居無線多媒睇是結合無線、網絡及電訊科技於一身的創新家居資訊娛樂產品。產品是融合通訊及資訊科技的好例子，適合大眾使用。產品具有很多不同功能，且簡單易用。電訊盈科eye2家居無線多媒睇以合理及可負擔的價格，為客提供全面的家居娛樂服務組合。除此之外，這產品亦是本地投資於研究開發及推動流動數碼生活的成功例子。

全新 eye^e™ 家居無線多媒睇

8" 輕觸式屏幕，盡享通訊、資訊及娛樂



過100種資訊娛樂內容及互動服務：



now TV 可收看擁有超過160條頻道的NOW TV*：

- 新聞 • 財經 • 體育賽事直播 • 電影 • 旅遊 • 娛樂及資訊

moov 近200,000個音樂內容任聽任睇*：

- 派台歌 • 最新大碟 • 粵曲 • MV • 演唱會及MOOV Live

KIDS 兩文三語互動教學內容：

- 迪士尼每日用語 • 迪士尼童話細聽 • IQ題 • MOOV兒歌#
- 朗文英漢詞典 • 培生朗文生字卡

視像及話音通話功能^：

- 讓你與摯愛保持最緊密的聯繫

其他豐富內容及互動服務：

- 賽馬直播及資訊 • 足球及六合彩資訊 • 股價查詢
- 味道4語食譜 • 天氣等包羅萬有



室內無線裝置



8" LED 背光顯示屏



輕觸式屏幕



視像及話音通話設備



內置NOW寬頻電視解碼器



支援USB記憶碟^

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查詢詳情即致電 **2888 1888** (後按3) 或親臨電訊盈科專門店申請
www.pccweye.com

ONLY PCCW

*大部份now寬頻電視頻道可透過eye2收看。可收看之頻道需視乎所選購之now寬頻電視計劃及eye2計劃而定。#客戶可享用之MOOV任聽/任睇/MOOV兒歌需視乎所選購之eye2計劃而定。^本地視像通話適用於eye2與eye2/eye多媒睇服務/0060 everywhere/其他已與本公司建立有關之互通設備之3G流動通訊網絡供應商之客戶，詳情請參閱<http://www.pccweye.com>。^不可儲存任何檔案或NOW TV節目。

Best Lifestyle Award (Creative & Free Living) Bronze Award

最佳生活時尚（創意·休閒）銅獎

\$msCash2U

Zizsoft Limited

即時軟件有限公司

SmsCash2U

www.zizsoft.com

SmsCash2U provides a platform between sms receivers and advertisers. Sms receivers need to create personal information profile and setup daily maximum number of sms they can receive. When they receive one sms, they will earn one dollar. On the other hand, advertisers can filter ten different criteria to locate the target audiences.

SmsCash2U aims to build a healthy eco system so sms receivers can benefit the advertising income. On the other hand, advertisers can focus on smaller audience group and enjoy a higher ROI.

SmsCash2U 提供一個橋樑給予短訊接收者及廣告商，短訊接收者只需填寫資料，設定喜歡接收類別及每日接收上限，當短訊接收者接收一個優惠短訊，就會賺一元，而廣告商可以篩選目標顧客，然後發送短訊，簡單方便。

SmsCash2U 希望建立一個健康的生態系統，與短訊接收者共享廣告收益，另一方面，令廣告商以較少的成本，得到較大的回報。



Comments from Judging Panel:

評審委員會評語：

The project is to build a sms “white” list mobile marketing platform for both general mobile users and advertisers. The platform employs the permission marketing concept to sms marketing that improves the effectiveness of campaign (also cost-effectiveness to advertisers) and reduce the general junk sms to receivers as the sms advertisers will base on a detailed customer profile that are validated with customer opt-in through the registration process. The platform is targeted and easy-to-use. In general, this is a good innovative execution with a viable business model.

SmsCash2U 是一同時為手機用戶及廣告商而設的手機短信推廣平台，平台以許可式市場推廣的概念，運用於手機短信中，大大提升了推廣活動的成效及廣告商的成本效益。由於顧客在接受短信前需要經過登記程序，故廣告商可因應客戶的資料，興趣選擇適合的客戶群，從而減少垃圾手機短訊。平台操作簡單易用，是一創新的推廣模式，更擁有可行的營運模式。

Best Lifestyle Award (Creative & Free Living) Certificate of Merit 2009

最佳生活時尚（創意·休閒）優異證書

Hong Kong Applied Science and
Technology Research Institute
Company Limited

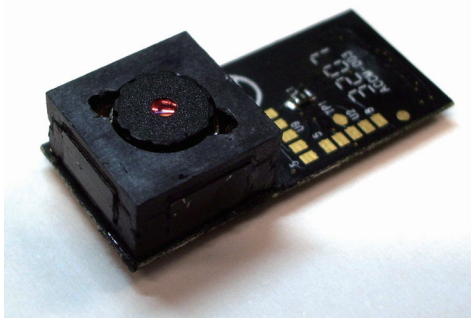
香港應用科技研究院有限公司

Optical Anti-shaking Compact Camera Module
光學防抖微型相機模組

www.astri.org

Nowadays, mobile phone cameras have many capturing functions, but the image quality is yet to be improved. The main reason of the quality degradation is due to undesired hand-shaking motion during image capturing. To address this problem, ASTRI has developed the world smallest mobile phone camera module with the footprint of 10 mm x 10 mm. The camera module can adjust the optical elements inside the camera to maintain the stability of the image appeared at the image sensor. The camera equips with both auto-focus and anti-shaking functions. No phone camera module in the commercial market can provide such functionalities.

時下手機具多項攝像功能，但相片質素還是欠佳，主因是拍攝時手震令影像模糊。應科院研發出全球最小10x10毫米的微型相機模組，利用推動器在手震時把光學組件調整，使影像保持穩定，同時實現自動對焦及光學防手震功能。



Xtown Mobile Limited

Xtown Mobile Publishing System
www.xtownmobile.com



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The application is created by the Xtown Mobile Publishing System (XPS). The system allows quick deployment of native application on all the popular Smartphone devices in the market. XPS is designed for OEM for content providers, phone makers or Telco's.

Impact:

Many users are calling this a "Revolutionary app" for mobile News Delivery in the mobile age.

Usability

Simple = Good Experience

The new Innovative "PhotoNews" feature brings a completely new mobile experience to News reading. The acclaimed User Experience of the XPS applications has made the apps highly addictive.

XPS is now available on all major Smartphone platforms.

Xtown, 「X跨越城市!」

2009 夏季推出Xtown Mobile Publishing System (XPS) 後，「蘋果日報隨身版」至今已超過數十萬的下載，改變了傳遞新聞資訊的模式，讓用戶更快、更易及隨身掌握熱門資訊。

Xtown相信，簡單 = 最良好的用戶體驗
XPS能支援大部分的智能手機。

Best Lifestyle Award (Green & Healthy) Gold Award

最佳生活時尚（綠色·健康）金獎

Intuitive Automata Hong Kong Limited

Autom™ Robotic Weight Loss Coach

<http://intuitiveautomata.com>

Intuitive Automata is pioneering the commercial application of socially interactive robots for the home health care industry. The first product we are launching is Autom™, a robotic weight loss coach. It is the first robotic product to engage people over an extended period of time, building on proven methods for creating behavioral change. The set of patent-pending algorithms incorporate theories from psychology, social psychology, and medicine, as well as years of experimental work in human-robot interaction.

Autom™ has a daily conversation with the user to help them keep track of their eating and exercise. She uses this social interaction with the dieter to provide feedback, advice, and encouragement regarding their habits. Autom™ creates a relationship with the user and understands how that relationship evolves over time. Our coach provides a key advantage over existing weight loss solutions by concentrating on ways to achieve long-term behavior change with any diet program rather than focusing on short-term weight loss that fails for 95% of people. Autom™ partners with the dieter to sustain engagement and create long-term success.

Intuitive Automata 開創了互動機器人在家庭醫療保健方面的應用。我們推出的第一個產品是 Autom™ - 體重管理機械人。這是首個能和人們建立長期的關係，從而有效地改變使用者行為習慣的機器人產品。Autom™ 正申請的專利算法結合了心理學、社會心理學和醫學的理論及人與機器人互動方面的多年實驗經驗。

Autom™ 透過和使用者的對話，記錄他們的飲食和運動習慣。在和使用者的互動過程中，根據使用者的生活模式提供不同的回應、建議和鼓勵。Autom™ 透過與使用者建立關係的過程，逐漸增加對他們生活模式的了解。相比一般短期的體重管理方法，Autom™ 專注於改善使用者的行為習慣。作為使用者的夥伴，Autom™ 跟他們緊密聯繫，以達到長期保持合理體重的目標。



Comments from Judging Panel:

評審委員會評語：

The product is innovative in technology integration and concept. The key target benefit of Robotic Weight Loss Coach is health improvement that matches the very theme of this award stream. The product development has considered the psychological needs of target customers well. The design of the robot is good with a friendly outlook that even children at home will likely to accept. The key technology may have good potential to be applied to other area such as to deal with addiction issues or health issues like high blood pressures etc.

此產品在技術結合及意念上均具創意。而改善健康是這Autom™ Robotic Weight Loss Coach的最主要好處，非常切合此獎項的主題。產品的開發過程充分考慮目標顧客的心理需要；機械人的外觀設計亦廣為家庭甚至小朋友接受。這產品的關鍵技術亦有望用於針對上癮問題或高血壓等健康問題。

Best Lifestyle Award (Green & Healthy) Silver Award

最佳生活時尚（綠色·健康）銀獎

Hong Kong Applied Science
and Technology Research
Institute Company Limited

Intelligent LED Street Lighting System
www.astri.org

香港應用科技研究院有限公司
LED智能道路照明系統

ASTRI has developed an intelligent lighting control system for LED based street lamps. Together with its unique optical, thermal, electrical and product design solutions, our LED street lighting system makes great differentiation to those available products in the market. We have built the networking system around those lamps to be deployed, so as to allow the road management office to monitor the lamp status. They can find out lamp malfunction inside a remote control room which in turn to minimise the maintenance cost. In addition, the road management office can adjust the lumen output for specific lamps, group of lamps or the lamps in a system in accordance to the traffic conditions and the ambient lighting environments. The whole product series uses special modular design with various combinations of LED light engines for the whole product portfolio. The design of LED light engine concept allows very wide application areas in outdoor lighting. For example, garden and path way lighting require only two LED light engines to have enough illumination level at night. For road lighting, the number of light engines in a streetlamp ranged from four to ten, in order to fulfill national road lighting standards.



香港應用科技研究院開發了一套LED路燈專用的智能照明系統。該LED路燈系統的開發是從光學，熱學，驅動及產品整體設計的角度出發，因此整體表現都與市場上的同類產品為優良。我們能為安裝在道路上的路燈建立了一套網絡系統，因此道路管理部門能隨時監控路燈狀況，或者根據環境亮度情況來獨立調節某些特定區域的路燈亮度。整體產品系列包括了使用不同模組光引擎數量的LED路燈。比如說公園或戶外走道照明可能只需要兩個模組就已經有足夠的亮度。此外，根據不同國家的道路照明標準要求，我們的路燈可以同時使用四到十個光引擎。

Comments from Judging Panel:

評審委員會評語：

The whole system is environmental friendly, energy saving by adjusting the lumen output of road lamps according to different conditions. This system could alleviate "light pollution" issue by reducing the nuisance caused to the general public. Besides the intelligent street lighting system is a good design and provides a viable means to further enhance the efficiency performance (thus costs and energy saving results) of the LED lamps.

整套系統透過根據不同情況調節路燈燈光輸出，達到環保節能的效果。系統能減低光污染問題對公眾的困擾。此外，此智能路燈照明系統的設計亦能有效提高LED燈的效能改善(從而節省成本及能源)。

Best Lifestyle Award (Green & Healthy) Bronze Award

最佳生活時尚（綠色·健康）銅獎



TradeDuck.com Limited

TradeDuck.com

www.tradeduck.com

香港以物易物網有限公司

TradeDuck.com 香港以物易物網

TradeDuck is the first barter online trading platform in Hong Kong. We aim to provide a convenient way for HK citizens to swap their own items with others. By using TradeDuck, members can achieve a win-win situation by getting their desired items from other members. TradeDuck also aims to make a contribution to environmental protection. From the online barter lifestyle, this can promote the reuse and renewal for items and thus reduce trash pollution, disposal of materials and the pressure on landfills.

TradeDuck 是香港首個利用「以物易物」為交易方式的免費網上交易平台。網站的宗旨是為用戶提供最便捷的方法，利用自身物件換取其他心儀物品，達到互惠互利的雙贏局面，並有效促進物品循環再用及延續其價值；利己利人之餘，同時也可以減少垃圾污染，降低棄置物對堆填區的壓力，為環境保護作出一份貢獻。



Comments from Judging Panel: 評審委員會評語：

The assessors commented that the very concept of the platform – to discourage wastage and promote re-use of resources – is a good cause that worth promoting. The platform operation has a good understanding of customer and considered how to provide a good online customer experience. It is environmental friendly, and green, and a good case of CSR. Though free of charge, and operated by a small team, the founders proves their commitment that website has been sustained for a good period of time.

評審團認為此平台的主要意念——“減少浪費和鼓勵資源循環再用”非常值得推廣。平台的營運反映設計者對顧客有良好認識，亦有考慮如何提供優良的網上客戶體驗。其推動環保不浪費的概念可成為企業社會責任的好例子。儘管此網是免費並只由一個小團隊營運，由創立到今已運作了相當時間，足見創辦人對網站的承擔。

Best Lifestyle Award (Green & Healthy) Certificate of Merit 2009

最佳生活時尚（綠色·健康）優異證書

Xtown Mobile Limited

Xtown Mobile Publishing System

www.xtownmobile.com



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Xtown, 「X跨越城市!」

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Xtown相信, 簡單 = 最良好的用戶體驗

XPS能支援大部分的智能手機.

Best Lifestyle Award (Social Community) Gold Award 2009

最佳生活時尚（網絡社交）金獎



Alive! Media & Communications Limited
HKGOLDEN Forum
www.alivemedia.com.hk

活現媒體傳播有限公司
香港高登討論區

HKGOLDEN Forum, found in 2000, is one of the most representative discussion forums in Hong Kong. Having more than 90 million page views per month, HKGOLDEN members not only discuss about computer knowledge, they also have great concerns in current affairs, entertainment and politics. HKGOLDEN has been an influential platform for new culture and trends. Since 2006, many Hong Kong media started to pay attention to HKGOLDEN community. Their unique views and creations often appear in local press media headlines.



香港高登討論區，簡稱高登，是自2000年代起，香港最具代表性的討論區之一，每月瀏覽量超過九千萬。會員不但會討論電腦知識，更關心時事、娛樂及討論政治，是一個集文化及潮流於一身的綜合討論區。2006年後，部分香港傳媒開始關注高登網絡社群，高登討論區會員的獨特意見和創作，亦見諸香港報章雜誌報導當中。

Comments from Judging Panel: 評審委員會評語：

HKGOLDEN Forum is a well-known dynamic discussion forum with good execution. It is customer-focused and respects the culture of the community. Besides, it is an open platform which values the free flow and exchange of information without prior screening. Particularly, the company should be credited not to promote illegal internet download such as through BitTorrent (BT)/peer-to-peer technology which is common in some other websites/forums. The forum has proven to have deep impact to the public.

香港高登討論區是一廣為人識的互動討論網，而且運作暢順。討論網以客戶為中心，並尊重社區文化。此外，此討論網亦是一個開放平台，重視無審查的自由資訊交流。另一方面，討論網並沒有鼓勵在其他討論區常見的非法BT/點對點下載，值得表揚。討論網以被證明其討論的內容會對公眾有深遠影響。

Best Lifestyle Award (Social Community) Silver Award

最佳生活時尚（網絡社交）銀獎



OpenRice.com

Openrice Limited
OpenRice.com
www.openrice.com

開飯喇有限公司
開飯喇!

OpenRice.com provides a restaurant search engine and a platform for users to make reviews and comments on restaurants. By systematically categorizing restaurants by cuisine, district, and price range, users can quickly and easily find information on over 20,000 restaurants. With over 350,000 restaurant reviews already shared on the site, OpenRice.com has already developed into an online community where food-lovers congregate to exchange information. OpenRice.com also offers a mobile version and applications specifically designed for various smartphones to find their desired dining places anytime anywhere.

OpenRice.com《開飯喇！》網站除了提供食肆搜尋服務，亦是用戶發表食評的網上平台，讓用戶透過有系統的菜式、地區、平均消費等分類方便快捷地搜尋到超過20,000間食肆的資料。透過分享食評，OpenRice亦匯聚成為交流飲食心得的網上社群。現時累積食評已達350,000萬個，成為強大而有效的飲食資訊，供搜尋食肆的用戶參考。為方便用戶隨時隨地可以搜尋到飲食資訊，OpenRice亦加入了手機版及為多款智能手機推出應用程式。



Comments from Judging Panel: 評審委員會評語：

Openrice.com has successfully established a culture and community of users who love to contribute restaurant reviews for public sharing. It is a focused and proven a well-run and profitable platform with a good business model. It also has good impact to the public as it takes care of a genuine need of all population. Technically, the site has integrated well the sophisticated applications and functionalities.

開飯喇！網站成功地建立了與公眾分享餐廳食評的文化和社區。這是具有清晰市場，盈利能力及成功營運的網上平台。正因為網站能滿足大眾的真實需要，為大眾帶來正面的影響。技術方面，網站已成功地結合多個不同的應用程式和功能於不同的媒體當中推出。

Best Lifestyle Award (Social Community) Bronze Award

最佳生活時尚（網絡社交）銅獎



Baby-Kingdom.com Limited

baby-kingdom.com

www.baby-kingdom.com

親子王國有限公司

親子王國

‘Baby-Kingdom.com’ was established in May 2002 as an internet-based company to serve the families of infants and young children. Baby-Kingdom maintained a member base over 250,000, reached over 590,000 unique visitors per month and generated more than 32,000,000 monthly page views, trusted by members, Baby-Kingdom possess the 1st ranked in both Femme and Family & Lifestyle Web-site category. Baby-Kingdom devoted to build up a fully utilise and informative platform, created ‘Parents Kingdom’, ‘Education Kingdom’, ‘Shopping Kingdom’, ‘Baby Kingdom Environmental Protection Education Fund’ and ‘GuGu Baby’ were developed from the flagship Baby Kingdom, providing a one-stop service platform to our users. By combining the latest technologies and comprehensive contents supplied by members, Baby-Kingdom strive to provide a premier parenting portal through the array of services and information.

《親子王國》成立於2002年，至今擁有超過25萬名會員，一直深受家長的支持，使每月單一瀏覽人數超過59萬人次，帶來逾3200萬的網頁瀏覽量，奠定《親子王國》為全港最受歡迎的親子網站。為締造更全面的資訊平台，特別設有《父母王國》、《教育王國》、《購物王國》、《親子王國環保教育基金》及《親子王國深圳站》，透過網站促進父母之間的互動交流，推動孩子和諧成長。



Comments from Judging Panel: 評審委員會評語：

Baby-Kingdom.com has identified a clear sizable market segment and tailored the solutions to the customers. It is focused with a good business and mature business model. The site has attracted a large customer-base and reached the critical mass, in return the community helps the company to better manage the website to be a successful and profitable operation. It has achieved good market performance and social impact.

親子王國確認了一個清晰和具規模的市場板塊，並為客戶度身訂造了合適的內容及服務。以提供針對性的內容予特定的客戶群，網站成功地建立了成熟的營運模式。網站成功吸引了龐大的客戶群組；另一方面，用戶社群也幫助了公司有效地管理網站，使之成為成功及成為賺錢的營運模式。具良好的市場表現和為社會帶來正面影響。

◇ Introduction of Organiser 主辦機構簡介

The Hong Kong Information Technology Federation (HKITF) was founded in 1980 as a non-profit, non-political trade association to provide a forum in which the IT-related business in Hong Kong can work together for the benefit of the industry and to maintain a high level of business practice amongst the members. Currently, HKITF has over 300 members.

HKITF acts as the bridge for international IT companies looking for local partners and works with trade commissions to host trade promotion events. It supports and sponsors various IT sectors to develop focus groups; promotes local IT business through various activities; and also helps keeping members abreast of local IT developments and business opportunities.

In the public sector, HKITF works closely with government to promote the development of the local IT industry. HKITF represents the industry on the Committee on Economic Development and Economic Cooperation with the Mainland of Commission on Strategic Development, Committee on Management and Supervisory Training under Vocational Training Council, Industry Training Advisory Committee under Employment and Manpower Bureau, Digital 21 Strategy Advisory Committee, Transport Advisory Committee, Special Task Force on Information Technology (OGCIO), Task Force on Facilitating the Adoption of Wireless and Mobile Services and Technology, TV Programme Advisory Committee of Radio Television HK, Electronic & Communication Committee of Occupational Safety & Health Council and many other government committees. For more information, please visit www.hkitf.org.hk

香港資訊科技商會於一九八零年成立，是一所非牟利及非政治的商會。發展至今，香港資訊科技商會現擁有逾三百會員，是一具影響力及於業內廣受重視的團體。本會企業會員包括軟件、硬件、IT專業服務、電訊、互聯網等各類中外企業。

本會的宗旨是為香港的訊息及通訊科技界業內人士及企業提供合作及溝通的渠道，共同改善營商環境及提高行業整體的服務素質。一直以來，香港資訊科技商會積極推動本地資訊科技行業的發展，透過舉辦不同類型之展覽、研討會、早餐及午餐會、工餘網絡聚會等活動，為業內人士提供交流營商心得及擴展聯繫網絡的機會。此外，透過商會的電子郵件，會員們可以得到較快的資訊發展及商機。

在公眾項目方面，本會與各有關的政府部門緊密合作，並積極向政府提交業界意見書。商會委員亦代表業界擔任多個政府委員會之成員，其中包括策略發展委員會經濟發展及與內地經濟合作委員會、職業訓練局管理及督導訓練委員會、教育統籌局行業培訓諮詢委員會、環境運輸及工務局交通諮詢委員會、數碼21資訊科技策略諮詢委員會、政府資訊科技總監辦公室的資訊科技工作專責組及促進無線及流動服務及科技應用專責小組等。有關香港資訊科技商會的詳情，請瀏覽www.hkitf.org.hk。

◇ Enquiry 查詢

Tel 電話：3101 8197

Email 電郵：info@hkitf.org

Fax 傳真：3007 4728

Website網址：<http://www.hkitf.org>

◇ Acknowledgement 鳴謝

Panel of Judges

Chairman 主席

Mr. Stephen Chan
陳志雲先生

Members 委員

Ms. Fanny Chau
American Consulate General, Hong Kong
周玉慈小姐
美國駐香港總領事館商務署

Mr. Francis Fong
Hong Kong Information Technology Federation
方保僑先生
香港資訊科技商會

Mr. Hilton Law
Information and Software Industry Association
羅耀宗先生
資訊及軟件業商會

Ms. Judy Leung
Hong Kong Information Technology Federation
梁慧珠小姐
香港資訊科技商會

Mr. Lawrence Li
Hong Kong Wireless Development Centre
李志誠先生
香港無線發展中心

Dr. William Lo
盧永仁博士

Dr. Johnny Ng
Hong Kong Computer Society
吳傑莊博士
香港電腦學會

Mr. Sin Chung Kai, SBS, JP
Former Legislative Councilor (IT) 1998-2008
單仲偕SBS太平紳士
前立法局議員, 資訊科技界

Mr. Nicholas Yang
Hong Kong Cyberport Management Company Limited
楊偉雄先生
香港數碼港管理有限公司

Mr. KM Yim
Hong Kong Institute of Marketing
嚴啟明先生
香港市務學會

Assessors

Chief Assessor 首席評審員

Mr. Francis Fong
Hong Kong Information Technology Federation
方保僑先生
香港資訊科技商會

Chairpersons of Award Stream Assessments 主評審員

The Hon. Miss Tanya Chan
Legislative Council
陳淑莊小姐
立法局議員

Dr. William Lo
盧永仁博士

Mr. Ricky Wong
City Telecom (HK) Limited
王維基先生
城市電訊(香港)有限公司

Assessors 評審員

Mr. Anthony Au
HK Jockey Club Institute of Chinese Medicine Ltd
區焯洪先生
香港賽馬會中藥研究院有限公司

Ms. Vivian Lau
Junior Achievement Hong Kong
劉少坤小姐
國際成就計劃香港部

Dr. Allen Wong
Hong Kong Information Technology Federation
黃一川博士
香港資訊科技商會

Mr. Norman Chan
Hong Kong Wireless Technology Industry Association
陳洛文先生
香港無線科技商會

Mr. Clement Li
Hong Kong Productivity Council
李寶雄先生
香港生產力促進局

Ms. Winnie Yeung
Hong Kong Information Technology Federation
楊長華小姐
香港資訊科技商會

Mr. Kevin Chiu
Tribal DDB Hong Kong
趙建德先生
Tribal DDB 香港

Ms. Amy Mak
City University of Hong Kong
麥蔚茵小姐
香港城市大學

Mr. KM Yim
Hong Kong Institute of Marketing
嚴啟明先生
香港市務學會

Dr. John Fung
Hong Kong Council of Social Service
馮一柱博士
香港社會服務聯會

Mr. Charles Mok
Hong Kong Information Technology Federation
莫乃光先生
香港資訊科技商會

Dr. William Yu
WWF Hong Kong
余遠騁博士
世界自然基金會香港分會

Mr. Raymond Ho
The Hong Kong Advertisers Association
何偉榮先生
香港廣告客戶協會

Mr. Ralph Szeto
Hong Kong Association of Interactive Marketing
司徒廣釗先生
香港互動市務商會

Mr. KT Yung
Hong Kong Information Technology Federation
容啟泰先生
香港資訊科技商會

Mr. Sam Hui
Hong Kong Association of Interactive Marketing
許健生先生
香港互動市務商會

Dr. Eric Tsang
Green Power
曾寶強博士
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