





# Best Lifestyle Award 最佳生活時尚獎

## 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. 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 many government committees for policy and regulatory issues. For more information, please visit [www.hkitf.org.hk](http://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，香港資訊科技商會已是一具影響力及於業內廣受重視的團體。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，透過舉辦不同類型的活動，為業內人士提供交流營商心得及擴展聯繫網絡的機會，讓會員們可以得到較快的資訊發展及商機。在公眾項目方面，商會委員代表業界擔任多個政府委員會和專責小組等之成員，與各有關的政府部門緊密合作，積極向政府提交業界意見書。有關香港資訊科技商會的詳情，請瀏覽 [www.hkitf.org.hk](http://www.hkitf.org.hk)。

## Background 背景

The Hong Kong ICT Awards were established in 2006 under the collaborative effort amongst the industry, the academia and the Government. Supported by Office of the Government Chief Information Officer, Hong Kong Productivity Council, Hong Kong Trade Development Council and organised by ten local professional associations, the Awards aim at building a large scale and internationally recognised branding of ICT awards of Hong Kong.

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，此獎項由政府資訊科技總監辦公室、香港生產力促進局及香港貿易發展局全力支持，並由十個本地專業團體主辦，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。

## Objective 目的

- 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
- 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。

- 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.

- 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。

## Benefits of Participation 參賽裨益

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- Winning the Hong Kong ICT Awards will not only elevate the company image but also expand its sales and market share in the global economy.
- The Awards play a unique and prominent role in displaying the talents of those who excel in the ICT industry in Hong Kong
- The Awards will help to attract international investors' interest for potential and further funding.
- As the winners of the Awards, their achievements will be made aware by customers, organisations, the ICT industry practitioners and the entire community. The winners will be entitled to receive the Hong Kong ICT Awards trophies and certificates, and authorised to display the official logo of the Hong Kong ICT Awards in their promotional materials. Winners will be arranged to participate in various promotional campaigns to publicise their achievements. Also, they will be assisted in entering into other international awards and competitions. The related Organiser reserves the right to exhibit and publicise the winning products or other entries at its discretion.

- 得獎機構可藉這獎項提升公司形象，有助擴大得獎項目在全球經濟的銷售和市場佔有率。
- 這獎項在表揚香港資訊及通訊科技的卓越成就方面，扮演著獨特而重要的角色。
- 獎項能有助吸引海外投資者的興趣。
- 香港資訊及通訊科技獎得獎者的卓越成就將備受廣泛認同，包括客戶、機構、業界人士、以至整個社會。所有得獎者均會獲頒發獎座及證書，並獲授權在宣傳物品上展示香港資訊及通訊科技獎的標誌。此外，得獎者亦會被安排於不同類型的推廣活動中宣傳其得獎項目，及獲協助參加其他國際獎項和比賽。主辦機構保留展覽及發表得獎產品或其它參賽作品之酌情權利。

## Eligibility 參賽資格

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Any Lifestyle related local-based website or application/product which:

1. Significant part of the design and development of the entry must have occurred in Hong Kong.
2. If two or more parties jointly developed the entry, the entry should be in the joint names of the developers involved.

任何與生活時尚有關的本地網站、科技應用或產品且：

1. 大部分的設計及開發資源是來自本地。
2. 若參賽作品是由多於一人合作開發出來，該作品應由所有開發商聯名參賽。

## Rules and Regulations 參賽規則

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1. The applicant must have the intellectual property right of the ICT product/service mentioned in the application.

1. 參賽者必須擁有參賽的資訊及通訊科技產品/服務的知識產權。



2. The award will be granted at the sole discretion of the Panel of Judges.
  3. The submitted product/service should have been launched and in operation.
  4. The same application is only allowed to be submitted to a maximum of ONE award stream among all the award categories, and applicant should declare that in the application form. Any application found to enter into more than one award stream will be disqualified.
  5. The winning entries of Gold/Silver/Bronze award in the previous years of Hong Kong ICT Awards are not allowed to enter the Awards again, unless there is significant change or enhancement in the product/service.
2. 評審委員會對所頒發的獎項有絕對酌情權。
  3. 參賽項目必須為已投入市場或已被應用之產品/服務。
  4. 同一項目只可參加十個獎項類別中的一個獎項組別，參賽者/機構必須於參賽表格上作出聲明。參賽者/機構如以同一項目參加多於一個獎項組別，將被取消參賽資格。
  5. 歷屆香港資訊及通訊科技獎的金、銀、銅得獎項目，如非有重要修改，不得再參與本屆香港資訊及通訊科技獎。

## Award Streams 獎項組別

### 1. Green, Healthy & Creative Living

- Any ICT-based products/services/applications/programs which can facilitate green lifestyle; or
- Any health related ICT may include any product/application/information website for improving medical related knowledge, providing self checking or for improving personal health; or
- Any innovative and outstanding applications/products/websites that promote creative as well as comfortable, quality lifestyle such as:
  - Music
  - Entertainment
  - Game
  - Fashion & Beauty
  - Guides, rating, and reviews
  - Travel & Tourism
  - Food & Wine
  - Sports

### 2. Learning & Living

- Any applications/products/website with the use of ICT in facilitating learning in new and innovative style, such as:
  - Website offering informative content for online learning.
  - Locally produced hardware that facilitates learning via the network e.g. tablet PCs, smart phones.
  - Applications such as mobile or online applications that provide good learning experience or help users better acquire or use the learning materials/content more effectively.
  - Learning materials such as multi-media based learning or training materials.

### 1. 綠色·健康·創意

- 鼓勵環保及宣揚綠色生活的應用系統/產品/網站，或
- 有助增進醫療保健知識、提供自我檢查或有助改善個人健康的應用系統/產品/網站，或
- 有助推廣創意、舒適及高質素生活方式的應用系統/產品/網站，例如：
  - 音樂
  - 娛樂
  - 遊戲
  - 時裝及美容
  - 指南/排名榜/評介
  - 旅遊
  - 食物和酒類
  - 體育

### 2. 學習·生活

- 提供新穎及創新的學習模式的資訊及通訊科技的應用系統/產品/網站，例如：
  - 提供網上學習內容的網站。
  - 本地生產的硬件以助透過網絡學習，例如：平板電腦，智能手機等。
  - 提供良好的學習經驗或協助使用者更有效地獲得及使用學習資料及內容的手機或網上應用程式。
  - 電子學習素材如多媒體教學或培訓材料。

### 3. Social, Communications & Media

- Any applications/websites/products/services and platforms with the use of ICT to:
  - Create and facilitate online community, connectedness and/or communication around on shared interest; and/or
  - Display a powerful form of communication and its impact on modern culture and behaviour; and/or
  - Encourage participation in public action; and/or
  - Open new possibilities as marketing and PR tools etc
- Examples include but not limited to: social gaming, micro-blogging, online video, online newspaper, digital radio, internet radio, WebTV, webzines etc.

#### Special Mention

To appreciate and encourage the ICT development an adoption for betterment of aged people's quality of life, apart from the above award streams, there are also special recognitions under each stream. Each applicant to any of the above streams can nominate its entry for the **Silver Power** special mention(s) if applicable:

- Green, Healthy & Creative Living
- Learning & Living
- Social, Communications & Media

## Judging Panel 評審委員會

Chairman of Judging Panel:

**Dr. William Lo, JP**, Member, HKSAR Broadcasting Authority

## Judging Criteria 評審準則

1. Functionality and Fitness for Purpose
2. Technical Expertise
3. Usability and Accessibility
4. Social Impact/Market Performance
5. Innovation and Creativity
6. Corporate Social Responsibility

## Assessment Process 評審過程

During the course of evaluation, assessors may require access to relevant information in the entrant's possession and access to the entrant's premises. The entrant will be notified in advance if such access is

### 3. 社交·傳訊·媒體

- 任何通訊及資訊科技開發的應用程式/網站/產品/服務或平台以用作：
  - 建立及促進網絡社交群體、聯繫及/或交流分享共同興趣；及/或
  - 顯示有力的通訊方式及對現代文化和行為之影響；及/或
  - 鼓勵公眾參與；及/或
  - 開拓成新的市場推廣及公關的渠道
- 作品包括但不限於：社交遊戲、微型網誌、數碼錄影、網上報紙、數碼電台，網上電臺、網上電視、及網上雜誌等。

#### 特別嘉許

為表揚及鼓勵更多為提高銀髮長者生活質素而開發的應用程式/產品，除了上述獎項組別外，大會更設立了特別嘉許；凡參加上述任何獎項組別的參加者，均可提名作品競逐樂活銀髮特別嘉許(若適合):

- 綠色·健康·創意
- 學習·生活
- 社交·傳訊·媒體

評審委員會主席：

香港特別行政區廣播事務管理局委員  
**盧永仁太平紳士**

1. 功能及產品目標的配合
2. 技術專業性
3. 可用性及通達性
4. 社會作用/市場表現
5. 原創性及創新
6. 企業社會責任

評審期間，評審人員或會索取參賽公司持有的資料及作現場參觀，若有這方面的需要，參賽公司將預先獲得通知。參賽公司就2012



required. Any information supplied by the entrant for the purpose of the Hong Kong ICT Awards 2012 will be treated as confidential, and will not be released by the Organiser and related parties without the entrant's permission.

The application assessment process will be conducted in four rounds

1. Preliminary Screening
2. Presentation by Applicants
3. On Site Inspection (if applicable)
4. Final Judging

香港資訊及通訊科技獎所提供的資料將獲保密處理，未獲參賽公司的同意，主辦機構及有關機構不會發表有關的資料。

評審過程分四個回合進行：

1. 初步評審
2. 參賽者陳述及示範
3. 實地探訪 (如需要)
4. 最後評審

## Application Procedures 報名方法

- Please download application form:  
<http://bestlifestyle.ictawards.hk>
- All submitted information should be in Typewriting in English and Chinese
- Entrants must submit completed Entry Form in Print enclosed with:
  - A CD copy of Entry Form
- Entrants must submit the abovementioned materials **on or before 12:00 noon, 6 February 2012** to:  
"Hong Kong ICT Awards 2012 :  
Best Lifestyle Award"  
Attn: Ms. Winky Wong  
IT Industry Development Division  
Hong Kong Productivity Council  
HKPC Building,  
78 Tat Chee Avenue,  
Kowloon Tong, Hong Kong

- 下載報名表格，請到：  
<http://bestlifestyle.ictawards.hk>
- 參賽機構必須以英文及中文填妥參加表格
- 參賽機構需填妥參加表格，並與以下資料一併遞交：
  - 以CD形式儲存的參加表格
- 參賽機構須將以上資料於：  
**二零一二年二月六日中午十二時正或之前**  
遞交至：  
香港九龍塘達之路78號  
生產力大樓  
香港生產力促進局  
資訊科技業發展部  
黃小姐收  
「2012香港資訊及通訊科技獎：  
最佳生活時尚獎」

## Timetable 時間表

Official call for entries	接受報名	2011.12.15
Closing date for entries	截止報名	2012.02.06
Assessment of entries	評審工作	2012.02 - 03
Grand Judging	最終評審	2012.03
Awards Presentation Ceremony	頒獎典禮	2012.04.03

## Enquiries 查詢

Contact Person : Ms. Winky Wong  
Tel : 2788 6085  
Fax : 3187 4518  
Email : [bestlifestyle@ictawards.hk](mailto:bestlifestyle@ictawards.hk)  
Address : HKPC Building, 78 Tat Chee Avenue  
Kowloon Tong, Hong Kong  
Website : <http://bestlifestyle.ictawards.hk>

聯絡人 : 黃小姐  
電話 : 2788 6085  
傳真 : 3187 4518  
電子郵遞 : [bestlifestyle@ictawards.hk](mailto:bestlifestyle@ictawards.hk)  
郵寄地址 : 香港九龍塘達之路78號生產力  
大樓  
網址 : <http://bestlifestyle.ictawards.hk>

## Past Winners 去屆獎項得主

### Hong Kong ICT Awards 2011: Best Lifestyle Grand Award

#### 2011 香港資訊及通訊科技獎：最佳生活時尚大獎

Cherrypicks Ltd. / MTR Corporation Ltd.

MTR Mobile iPhone and iPad App

Cherrypicks Ltd. / 香港鐵路有限公司

### Hong Kong ICT Awards 2011: Best Lifestyle Award

#### 2011 香港資訊及通訊科技獎：最佳生活時尚獎

Green, Healthy & Creative Living 綠色·健康·創意		
Gold Award 金獎	Cherrypicks Ltd. / MTR Corporation Ltd. Cherrypicks Ltd. / 香港鐵路有限公司	MTR Mobile iPhone and iPad App
Gold Award 金獎	Apptask Ltd. 先作科技有限公司	M-Pub 移動出版
Bronze Award 銅獎	James Law Cybertecture (Mirror) Ltd. 科建(智能鏡)有限公司	Cybertecture Mirror 智能鏡
Certificate of Merit 優異證書	Hong Kong Observatory 香港天文台	Digital Weather Forecast Webpage 數碼天氣預報網頁
Certificate of Merit 優異證書	Shoppingplus Ltd. 創思維有限公司	+Table 互動桌
Learning & Living 學習·生活		
Gold Award 金獎	Hong Kong Education City Ltd. 香港教育城有限公司	Online Question Bank 網上試題學習平台
Silver Award 銀獎	KanHan Educational Services Ltd. 看漢教育服務有限公司	Kan Han ePutonghua Online 看漢e普通話網上互動學習平台
Bronze Award 銅獎	myID Ltd. 隨身學有限公司	Library Master OPAC 2.0 校本電子學習資源平台
Certificate of Merit 優異證書	Pui Ching Middle School Hong Kong / CSL Ltd. 香港培正中學/ 香港移動通訊有限公司	Mobile Learning for Quality Education
Social Community 社交·消閒		
Gold Award 金獎	Cherrypicks Ltd.	Hong Kong Arts Festival iPhone App 香港藝術節 iPhone App
Silver Award 銀獎	New Media Unit, Radio Television Hong Kong 香港電台 新媒體拓展組	rthk.hk
Bronze Award 銅獎	Allo Online Solution Ltd.	Gobuya.com 夠買網



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Hong Kong Productivity Council • Hong Kong Trade Development Council

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香港生產力促進局 · 香港貿易發展局 全力支持

Organiser  
主辦機構



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

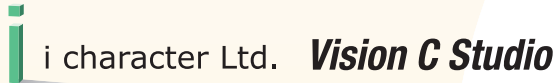
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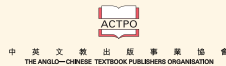
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THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG



香港社會服務聯會  
The Hong Kong Council of Social Service

