



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

香港資訊科技商會



Call for Entries
參賽須知



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三佰會員，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。

◇ Background 背景

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

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的成立，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。這獎項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。

◇ 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 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.

- 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。

◇ Benefits of Participation 參賽裨益

- 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 plays 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.
- Selected award-winning companies and their awarded products will be promoted through TV program.
- All winners of the Hong Kong ICT Awards 2009 will be entitled to display the logo of the Hong Kong ICT Awards 2009 on letterhead, envelopes, compliment slips, press advertising and related promotional materials, for a period of 3 years. 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。
- 最佳生活時尚的得獎公司及其產品將有機會透過電視頻道作推廣及宣傳。
- 香港資訊及通訊科技獎之所有得獎公司可獲授權於信紙、信封、致意便條、廣告新聞及有關之宣傳資料顯示2009香港資訊及通訊科技獎之徽號，為期三年。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

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

1. more than 75% by value 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. 當中有超過七成半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

1. The applicant must have the intellectual property right of the ICT product/service mentioned in the application
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 allowed to be submitted to a maximum of two award categories and applicant should declare the multi-category application in the application form. Any application found to enter into more than two award categories will be disqualified.
5. The winning entry of Gold/Silver/Bronze award in the previous years of Hong Kong ICT Awards is not allowed to enter the Awards again, unless there is significant change or enhancement in the product/service.

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. 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. 同一項目可同時參加最多兩個獎項類別，惟參賽者/機構必須於參賽表格上列明將參加的獎項類別的數目及名稱。參賽者/機構如以同一項目參加多於兩個獎項類別，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

Any applications/products/websites with the use of ICT in enhancing environment, promoting green living or improving personal health.

2. Social Community

Any applications/products/websites with the use of ICT in facilitating the building up of social and online community, shortening the distance between each other, and communicating more conveniently and freely.

3. Creative & FreeLiving

Any innovative and outstanding applications/products/websites that promote creative, comfortable and quality lifestyle. Examples include:

1. 綠色·健康

鼓勵環保及宣揚綠色生活，或有助改善個人健康的應用系統/產品/網站

2. 網絡社交

建立及促進網絡社交群體、聯繫及/或交流共同興趣的應用系統/產品/網站，可以是針對廣泛或小眾興趣的應用系統/產品/網站。

3. 創意·休閒

應用系統/產品/網站推崇創意、簡易而舒適的生活及有助提升生活質素，例如：

Music - Applications/products/websites dedicated to the distribution and/or presentation of music or musical information. These applications/products/websites may provide a direct listening experience, or promote musical awareness or those that teach music or about music.

Entertainment – Applications/products/websites distributing and/or presenting movies/TV episodes /matches or entertainment news without time and location constrain.

Game – Applications/products/websites featuring electronic online/console/portable games or related information. These include any game base portal for education/sport/health purpose.

Fashion & Beauty - Applications/products/websites promoting fashion trends, personal style, clothing, design and accessories. These include applications/products/websites educating fashion & beauty techniques, selling fashion items or promoting designers and editorial websites/ applications/ products with fashion news and information.

Guides/Ratings/Reviews - Applications/ products/websites that provide reviews of products or services for either consumer or business audiences. These include restaurant reviews, travel reviews, business product or service reviews, buying guides, best-of resources, product and price comparison websites/applications/ products.

Travel and Tourism - Applications/products/websites that provide travel services, tourism destinations and information. These include online agents for purchasing tickets, hotel rooms, rental cars, vacation packages and interactive travel consulting services, including travel guides in any format, travel writing and travel tools.

Food and Wine - Applications/products/websites promoting food and wine products and featuring content about food and wine, including recipes, online cooking tutorials or food and restaurant recommendations or featuring instant enquiries.

Sports - Applications/products/websites for sports news, sporting culture, sports teams, sports statistics, sports data, sporting events, and sports history, capturing the spirit of sport or a particular sport.

音樂 - 分銷及/或展示音樂資訊的應用系統/產品/網站，這些應用系統/產品/網站可提供直接收聽的音樂、或推廣音樂或教授音樂/有關音樂的應用系統/產品/網站。

娛樂 - 應用系統/產品/網站提供在不受時間及地方限制的地電影/電視劇，體育比賽娛樂節目。

遊戲 - 線上及/或攜帶式的應用系統/產品/網站提供遊戲及/或資訊。當中包括以遊戲用作教育/運動/健康用途。

時裝及美容 - 推廣個人風格、服飾、設計和飾物應用系統/產品/網站，包括售賣時裝產品、推廣設計師或有關的時裝新聞和資訊的應用系統/產品/網站。

指南/排名榜/ 評介 - 為消費者或商業機構提供產品或服務評介的應用系統/產品/網站，這包括餐廳評介、旅遊評介、商業產品或服務評介、購物指南、最佳資源、產品及價格比較網站/應用系統/產品。

旅遊 - 提供旅遊服務、旅遊地點和資訊的應用系統/產品/網站，包括訂購機票、酒店房間、租車、旅遊套票及其他服務的線上應用系統/產品/網站，包括線上旅遊指南、旅遊摘錄及旅遊工具等。

食物和酒類 - 應用系統/產品/網站推廣食物和酒類產品及介紹食物和酒，包括食譜，網上烹飪班或食品及餐廳介紹/即時查詢。

體育 - 有關體育資訊、體育文化、體育團隊、體育統計資料、體育數據、體育活動、體育歷史、啟發體育精神或某項體育應用系統/產品/網站。

◇ Judging Criteria 評審準則

- | | |
|--|---------------|
| 1. Functionality and Fitness for purpose | 1. 功能及產品目標的配合 |
| 2. Technical expertise | 2. 技術專業性 |
| 3. Usability and Accessibility | 3. 可用性及易用性 |
| 4. Social Impact/Market Performance | 4. 社會作用/市場表現 |
| 5. Innovation and Creativity | 5. 原創性及創新 |
| 6. Corporate Social Responsibility | 6. 企業社會責任 |

◇ 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 required. Any information supplied by the entrant for the purpose of the Hong Kong ICT Awards 2009 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

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2009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

◇ Judging Panel 評審委員會

Chairman of Judging Panel:
Mr. Stephen Chan,
General Manager, Hong Kong Television
Broadcast Limited

評審委員會主席：
香港電視廣播有限公司總經理**陳志雲**先生

◇ Application Procedures 報名辦法

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, 16 October 2009 to :

**“The Hong Kong ICT Awards 2009 :
Best Lifestyle Award”**

Attn: Ms.Winky Wong
IT Industry Development Division
Hong Kong Productivity Council
2/F 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打稿填妥參加表格
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：
二零零九年十月十六日中午十二時正之前遞交至：
香港九龍達之路78號
生產力大樓二樓
香港生產力促進局
資訊科技業發展部
黃小姐收
「2009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	2009.08.25
Closing date for entries 截止報名	2009.10.16
Assessment of entries 評審工作	2009.10–11
Grand Judging 最終評審	2009.12
Awards Presentation Ceremony 頒獎典禮	2010.01.19

◇ Enquiries 查詢

Contact Person 聯絡人: Ms. Winky Wong 黃小姐

Tel 電話: 2788 6085

Fax 圖文傳真: 3187 4518

Email 電子郵件: bestlifestyle@ictawards.hk

Address 郵寄地址: HKPC Building, 78 Tat Chee Avenue Kowloon Tong, Hong Kong
香港九龍塘達之路78號生產力大樓

Website 網址: <http://bestlifestyle.ictawards.hk>

The Chinese version is for reference only. In the event of conflicts between the Chinese and the English version,
the English version shall prevail. 中文譯本只供參考之用，若與英文有異，一概以英文為準。

HONG KONG ICT Awards 2009

香港資訊及通訊科技獎

Supported by Office of the Government Chief Information Officer
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