News Release

SmarTone announces the winners of the second SmarTone Hackathon
Showcasing the creativity of young talents

(Hong Kong, 24 October 2018) The second SmarTone Hackathon was held on 20 - 21 October 2018. With the objective of nurturing talents, promoting creativity, facilitating cross-industry collaboration and showing support for Property Technology (also known as Proptech), the competition once again set its theme as "Smart Properties". A wealth of developers, designers and start-ups from Hong Kong, the Greater Bay Area, South East Asia, Europe and America gathered at the event, competing head-to-head on "Smart Life" and "Smart Property Management" challenges over a period of 24 hours.

The winning team, Petrack, consisting of four talents from Hong Kong, Mainland China and Israel, was crowned the champion of the competition. Their winning prototype, the IoT SmartBag Dispenser, leverages on IoT technology to enable pet owners to locate a dog garden and trigger the smartbag dispenser to provide biodegradable plastic bags, bringing even more convenience to pet owners.

Designed to collect customer traffic flows via CCTV, the first runner-up, MallVision, makes use of video analytics technology to gather data and analyse footfall within shopping malls. The solution provides insights that contribute to a better managed and floorplan and increase customer traffic for shopping mall tenants. The second runner-up, Coupon Hunt, developed an application that allows customers to redeem coupons by 'catching' characters (scanning QR codes) around shops to complete their online and offline shopping experience.

Prizes for the three winning teams included a cash prize of HK$50,000, HK$30,000 and HK$20,000 respectively, the latest technology gadgets from Microsoft and Samsung, as well as a fast-track interview opportunity for either the Cyberport Creative Micro Fund (CCMF) or the Cyberport Incubation Programme for the chance to receive seed funding. This year, additional awards including "Best UX/UI" and "Best Presentation" were presented to R3WRD and SmartEE along with the latest Microsoft and Samsung computer products. Both teams focused on enhancing the customer shopping experience.

"We are very pleased to organize SmarTone Hackathon for another year, providing a platform for the younger generation to unleash their creativity and innovation," said Ms. Anna Yip, CEO of SmarTone. "This year, we are thrilled to see there are over 30% female participants and is encouraging to learn that more young ladies are interested in tech. We have also seen a significant improvement in the quality of entries. We will continue to work closely with the winning teams, striving to turn their business ideas into reality and together advancing Hong Kong's journey to becoming one of the world's leading smart cities."

This year, SmarTone continued to form strategic partnerships with leaders across different industries to organize the cross-industry Hackathon, including leading property developer Sun Hung Kai Properties (SHKP), data centre solution provider SUNeVision, as well as Cyberport as event partner, and Microsoft as technology partner. We are also delighted to have Samsung Electronics H.K., Tencent Blockchain, YATA and BeSpark Technologies Engineering Ltd as our event sponsors.

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The HKSAR Government's latest policy address highlighted the importance of turning Hong Kong into a smart city. SmarTone will continue to accelerate this development and stay at the forefront of the industry through technological advancement and innovation. Moving forward, it is our continuous mission to work closely with industry leaders to provide different platforms on which young talents can shine and contribute to the future development of Hong Kong as a Smart City.

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