

## **SmarTone inspires nextgen developers with Hackathon to foster millennial innovation and creativity**

(Hong Kong, 1 Aug 2017) – SmarTone announced today the industry’s first 24-hour computer programming competition, SmarTone Hackathon, is set to take place on 21-22 October 2017. Themed “Smart Properties”, the event aims to provide enthusiastic creative millennials, tech-savvy software developers, designers and startup entrepreneurs the chance to realize a vision of technology-enhanced smart properties.

As a mobile technology leader, SmarTone is committed to pushing the frontiers of technology and innovation. SmarTone Hackathon will see a partnership of industry leaders, including leading property conglomerate Sun Hung Kai Properties (SHKP), data centre solution provider SUNeVision, as well as Microsoft as the technology partner and Cyberport as event co-organizer. This cross-sector alliance will enable startup communities and developers to bring their creative ideas to life, enhance consumer experience and enable smarter living and business operations.

“SmarTone Hackathon demonstrates our dedication in forging a path for Hong Kong’s digital transformation into a smarter city. This will nurture the younger generation’s technical talents, maximize their full creative capabilities and give them the opportunity to shape the future of where we live, work and play,” said Ms Anna Yip, CEO at SmarTone.

Software developers, designers and entrepreneurs will form teams to collaborate with the aim of enhancing consumer experience and operational efficiency of modern buildings and facilities. Participants will be asked to work together to formulate unique ideas, develop prototypes based on Microsoft’s APIs and conduct a pitch. The Hackathon is set to be a showcase of ingenious coding and design skills while also articulate clear business use cases – all focused on the digital transformation of property management.

Prototypes will be judged based on predefined criteria including innovation, creativity, customer experience, operational efficiency and best usage of Microsoft’s APIs. Prizes



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# News Release

for the three winning teams include cash awards of HK\$100,000 in total, latest technology gadgets, as well as the opportunity to join Microsoft BizSpark Program, including mentorship, software support tools and overseas tours to their innovation centres; they will also be entitled to a fast-track interview opportunity\* to Cyberport's entrepreneurship programmes, either Cyberport Creative Micro Fund (CCMF) or Cyberport Incubation Programme.

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\*Details to be advised by Cyberport

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