

## The Third SmarTone Hackathon comes to a successful conclusion

*Smart City combined with 5G applications attracts creative talent  
from around the world to realise their full potential*

(Hong Kong, 30 October 2019) The third cross-industry SmarTone Hackathon was successfully concluded on 26 - 27 October 2019. The theme of this year's competition was "5G & Smart City" to demonstrate Hong Kong as a vibrant international city. The competition attracted participation from over 150 local and international software developers, designers and entrepreneurs, among which one third were from overseas countries and places including the USA, Canada, Korea, Thailand, the Greater Bay Area, Taiwan and India. The number of participants increased by 25% when compared to the previous year. One third of the participants were female, which reflected their increasing interest in the development and applications of emerging technologies.

This year's competition, held at Cyberport, scoured the world in search of creative talent to push the boundaries and limits for the people in our community to reach new possibilities. The participants had the opportunity to create innovative prototypes for one of several key challenges including "Smart Living", "Smart Transportation", "Smart Shopping" and "Smart IoT". With 5G services expected launch in mid-2020, this year's competition was held against the backdrop of the rising 5G and smart cities trends. This significantly increased the prevalence and application of 5G technology, and it was conducive to nurturing talent across different industries.

'As Hong Kong is now in the era of digital transformation, we should grasp the opportunities ushered in by 5G. Hong Kong, as an international technology hub, boasts its creative young talents. Our vision is to enable these young talents to unleash their creativity and start their own business from scratch on our comprehensive cross-industry platform, with necessary resources and extensive scenarios for applications, to leap forward in entrepreneurship. With "building homes with heart in mind, we show our unwavering support to the SmarTone Hackathon. Undoubtedly, emerging technology can shape a better future for every one of us. We

will continue our efforts to contribute to Hong Kong's smart city evolution.' said Mr. Christopher Kwok, Executive Director of Sun Hung Kai Properties Limited.

'We are pleased to attract great participation of young talents and entrepreneurs from all around the world. With the rollout of 5G services in sight, innovative applications for the latest technologies such as the Internet of Things, Artificial Intelligence, Virtual Reality, Augmented Reality and the cloud computing are made possible with the combination of technology and creativity. SmarTone has been actively deploying a world-class 5G network. It is our belief that the SmarTone Hackathon is a revolutionary platform for creative young minds and entrepreneurs to make a contribution to Hong Kong's smart city journey. There is no lack of talent in this year's competition. We are thrilled to see the contribution the winning team is going to make in pushing forward the development of mobile network and the smart city,' said Ms Anna Yip, Chief Executive Officer of SmarTone.

The champion team "WeAR" was formed on the spot with teammates from 5 different regions. The "WeAR" team developed a new AR-enabled platform to store all product information in a QR Code. Consumers could retrieve this information over the 5G network with a mobile phone or virtual glasses. The system was designed especially for the retail industry and industries that require instant reading and displaying a large amount of information. Judges complimented the winning team on their innovation and the compatibility on different operating systems, which demonstrated the essence of smart shopping.

The first runner-up was "I and AI". They created a personalised platform to help users download their own data from Facebook or Google accounts for analysis through AI. This information was then transferred to a dashboard. Users could understand their preferences better while merchants could provide more relevant and personalised messages to their customers.

"Softcare" was the second runner-up and the winner of the Smart Pitch Award. Their winning idea was designed to improve road safety. The system could monitor the

safety of the road and the vehicles on it. If potential accidents were detected, a signal would be issued. With real-time data analysis, it could detect real time driver drowsiness to ensure road safety.

Smart Synergy Award was a newly designed award aimed at rewarding innovation that could create the biggest synergy in Hong Kong and the Greater Bay Area. “Luk Advisor” took the award; their idea was to enhance customer experience on products through machine learning. Users could scan a relevant product with a scanner for more product information and recommendations. This technology allowed merchants from the Greater Bay Area to provide instant information and recommendations to form a closer bond with the customers.

The Champion, first runner-up and second runner-up were awarded HK\$60,000, HK\$30,000 and HK\$20,000 respectively together with the latest gadgets. The champion team will also get a fast-track interview opportunity for either the Cyberport Creative Micro Fund (CCMF) or the Cyberport Incubation Programme to receive seed funding. While all the winning teams can enjoy opportunities to be further developed and deployed in SHKP projects.

This year’s SmarTone Hackathon would not have been made possible without the partnership with Sun Hung Kai Properties, SUNeVision, Cyberport, Microsoft Hong Kong, AIDOG, BeSpark, ERICSSON, Hang Seng Bank, Ping An OneConnect Bank, Visa, YATA, etc. and the full support from the Communications Association of Hong Kong and the Hong Kong Wireless Technology Industry Association.

For more information and highlights of this year’s SmarTone Hackathon, please go to [www.smartonehackathon.com](http://www.smartonehackathon.com).

# SmarTone

SmarTone Mobile Communications Limited  
31/F, Millennium City 2, 378 Kwun Tong Road,  
Kwun Tong, Kowloon, Hong Kong  
T: 852 3128 2828 F: 852 3128 2266  
[smartone.com](http://smartone.com)

數碼通電訊有限公司  
香港九龍觀塘觀塘道378號  
創紀之城二期31樓



SmarTone Hackathon

###

## Co-organisers:



## Technology Partner:



## Sponsors:



## Supporting Organisations:



News Release