SmarTone ranks the Top 5 of 'Best Mobile Innovation for Digital Life' at GSMA Global Mobile (GLOMO) Awards

Integration of 5G and Innovative Technologies in Advancing Smart Mobility Internationally Recognised

(Hong Kong, 29 February 2024) SmarTone is proud to be shortlisted in the top 5 of 'Best Mobile Innovation for Digital Life' at the prestigious Global Mobile Awards organised by the authoritative GSMA, being recognised alongside numerous renowned global technology brands, as a result of SmarTone's successful partnership with Kowloon Motor Bus (KMB) in implementing SmarTransport Solution. With this recognition, SmarTone has solidified its position as the pioneer in leveraging the power of 5G and innovative technologies to enhance passenger experiences and bus operations. It also serves as a testament to SmarTone's significant contribution to the advancement of smart transport in Hong Kong.

As a leading telecommunications provider, SmarTone has always been dedicating ourselves to advancing the development of 5G. This prestigious recognition of our smart transport solution showcases our utilisation of 5G's high-speed data combined with innovative technologies such as artificial intelligence, video analytics, machine learning, edge computing and cloud computing. These cutting-edge technologies have significantly improved operational efficiency, safety and passenger experience for KMB. Our comprehensive 5G digital solutions include:

- 5G Bus: Hong Kong's first 5G bus allows passengers to enjoy high-speed and seamless internet connectivity through SmarTone's quality 5G network for free. KMB can also monitor the computer systems and mechanical parts on each bus in real-time to make appropriate and pre-emptive maintenance.

- On-board Passenger Occupancy System: Passengers can get the occupancy status of the next bus accurately in real time via App, making journey planning more convenient and improving the bus company's operational management.

- On bus Upper Deck Occupancy Display: Passengers can check the remaining number of seats on the upper deck through a display on the lower deck for a better bus-riding experience.
- Real-time Bus Stops Queue Management: Bus companies can obtain real-time queuing condition at bus stops, which helps make suitable operations deployment and enhance operational efficiency.
- Safety Monitoring System in Terminuses: Real-time traffic monitoring and road condition analysis can be conducted in bus terminuses. Real-time alerts can be issued to bus captains and other road users to enhance road safety if a jaywalker is detected.

The GSMA Global Mobile Awards is a prestigious and internationally recognised accolade in the industry. This year it consists of 30 awards in 6 categories, judged by over 200 independent adjudicators. It aims to commend companies worldwide that have demonstrated exceptional performances in the field of technology.

Moving forward, SmarTone will continue to harness of the power of 5G technology and actively drive the development of Hong Kong as a smart city. To learn more about the services provided by SmarTone Solutions, SmarTone's enterprise solutions arm, please visit: https://www.smartonesolutions.com.hk/en/