

Seminar on “Apps • Electronic Technology Trend” 「Apps • 電子產品發展趨勢」研討會

- Date 日期 : 16/4/2012 (Monday 星期一)
- Time 時間 : 11:30am – 1:00pm
- Venue 地點 : Meeting Room S224-225, Hong Kong Convention & Exhibition Centre
香港會議展覽中心 會議室 S224-225
- Speaker 講者 : Ir Dr Tsang Kim Fung, Associate Professor, Department of Electronic Engineering,
City University of Hong Kong &
香港城市大學電子工程系 副教授 曾劍鋒博士工程師 及
Mr Keith K.W. Tsa, Project Director, Apptask Ltd. &
先作科技有限公司 項目總監 謝權華先生 及
Mr Kenneth Chau, Managing Director, iMusicTech Ltd.
科韻動力有限公司 董事總經理 鄒健宏先生
- Language 語言 : English (simultaneous interpretation service in Putonghua will be provided)
英語 (附設普通話即時傳譯服務)
- Organisers 主辦機構 : Hong Kong Trade Development Council,   香港工業總會
Federation of Hong Kong Industries &  Hong Kong
Hong Kong Electronics Industry Council
香港貿易發展局 · 香港工業總會 及 香港電子業總會
- Co-organisers 協辦機構 : The Hong Kong Electronic Industries Association &  
Hong Kong Electronics & Technologies Association
香港電子業商會 及 香港電子科技商會

Biography of Speakers 講者簡介

Ir Dr TSANG Kim Fung 曾劍鋒博士工程師

Ir Dr TSANG Kim Fung is an Associate Professor in the Department of Electronic Engineering, City University of Hong Kong – with a specialism in Wireless Communications, RF and Microwave Engineering. He is active in one of the famous professional organisations - Institution of Engineering and Technology (IET), where he is currently a Committee member of the Electronics and Communications section (ECS). He has been the Chairman of the Chinese Institution of Electronics (CIE) Hong Kong. He also served as a technology advisor to various governmental departments such as the OFTA and the Hong Kong Police Force.

曾劍鋒博士工程師為香港城市大學電子工程系副教授，是無線通訊、射頻及微波工程的專家學者，積極推動學術研究與業界需要和商機融合。曾博士現為英國工程及科技學會 (IET) ECS 委員、曾任中國電子工程師學會(CIE Hong Kong) 主席。此外，曾博士經常為政府機構提供專家意見，曾出任電訊管理局顧問、香港警察能源管理顧問。

Mr Keith K.W. Tsa謝權華先生

Before joining Apptask as Project Director, **Mr Keith K.W. Tsa** served in the HKSAR's Office of the Government's Chief Information Officer as Manager of Product and Marketing. Prior to that, he had worked in JobsDB.com as Senior Regional Product Specialist and Head of IT Service Team for seven years. Mr Tsa has over fifteen years' experience in the IT industry specializing in IT product and service development and project management. He had led the initiatives of developing numerous mobile app projects for multi-national enterprises, non-profit organisations and the Chinese local government organisations such as The Standard Chartered Bank, HK Disneyland, CSL, HK Trade Development Council, Wuxi City Government and the China Communist Youth League Shanghai Committee.

Mr Tsa received his bachelor's degree in management information system from the University of Massachusetts and M.B.A. from the University of Texas in the United States.

在加入先作科技之前，**謝權華先生**曾服務於香港特區政府資訊科技總監辦公室擔任產品開發和推廣經理。在此之前，有七年時間他在 JobsDB.COM 擔任高級區域產品專家和 IT 服務部的主管。謝先生擁有超過十五年 IT 行業經驗，專長於 IT 產品和服務的開發和項目管理。他曾率領團隊開發多個移動應用軟件項目提供給跨國企業、非謀利組織及中國地方政府組織使用；如渣打銀行、香港迪士尼樂園、CSL、香港貿易發展局、無錫市政府和上海市共青團等。謝先生擁有美國麻薩諸塞大學管理信息系統學士和得克薩斯州立大學的 MBA 學位。

Mr Kenneth Chau鄒健宏先生

Mr Kenneth Chau graduated from The University of Hong Kong in 1994. He researched on electronics products and related IT technology with enthusiasm after graduation. Since then, Kenneth has developed information technology industries in Japan and Mainland China such as smartphone application and related electronic entertainment products, winning local and worldwide recognition.

To encourage local innovation to the globe and promote the brand "iMusic", iMusicTech Ltd was established by a group of experts in IT, music and electronics industry in 2008. From 2009, iMusicTech Ltd participated in the programme of Hong Kong Science Park as a member. Best still, iMusicTech Ltd successfully became Apple licensed software & hardware developer. With this international certificate, it has cooperated with numerous renowned music companies, aiming at boosting global music development with innovative products. Recently, iMusicTech Ltd is actively involved in outstanding Home Automation technology so as to pave the way for smartphone application solutions widely, to create intelligent home entertainment in new generation, to optimize the quality of life under the advantage of technology.

鄒健宏先生 1994 年畢業於香港大學，多年來均醉心研究電子產品及相關資訊科技，曾在日本和中國內地發展及生產其科研產品，近年集中研發智能手機應用程式和相關娛樂電子產品等，在香港及海外屢獲殊榮。

鄒健宏先生於 2008 年創立「科韻動力有限公司」，推廣旗下品牌 (iMusic)，致力凝聚一班精通資訊科技、音樂及電子技術的專家，推動本港科研產品至全世界市場。自 2009 年，公司加入香港科學園，成功取得美國蘋果公司授權，成為其軟件及硬件的開發伙伴，更與不少國際知名的唱片公司合作，以創新產品推動全球音樂發展。公司近年更積極研發卓越智能家居技術，廣泛應用智能手機相關技術，創造新世代智能娛樂家居，利用科技優化生活質素。

Presentation Abstract演講內容簡介

ZigBee Technology: Apps and Internet Access

ZigBee技術的應用和互聯網接入

This presentation will discuss the recent development of ZigBee - the progress of Apps and internet access for green living. Topics of discussion include the basics of ZigBee, apps for various usage, particular focus will be drawn to smart energy application, need for demand and response, home/office/building automation systems, telemedicine, etc.

本演講將討論最近 ZigBee 發展 - 綠色生活軟件和互聯網接入的進展。討論的議題包括 ZigBee 的基礎知識，使用各種應用程序，特別注重將被吸引到智能能源應用，需要的需求和響應，家庭/辦公室/大樓自動化系統，遠程醫療等。

Mobile Apps - Its Application in the Enterprise World

移動軟件 - 在企業世界的應用

For the past two years, the smart phone and mobile tablet have been advanced technologically in such a giant extent that they eventually reached today's popularity. However, most of the apps we have encountered on daily basis are still for the consumers market. Characteristics of these types of apps are simple, user-friendly but also short-lived in the market.

It is not until recently that the industry users began to realize what the mobile technology can be offered to their working place for the enhancement of working efficiency and effectiveness. Certainly, the utilization of mobile solutions in the enterprise will not be as straight forward as most consumer apps. Many technical and operational hurdles would potentially hinder their usage such as data security, network connectivity and cost of mobile devices.

In this brief seminar the speaker would like to make use of some real case studies to illustrate how the mobile technology is being applied in the enterprise arena.

智能手機和移動平板在過去兩年實現了一個巨大程度的技術進化而最終達到今天的普及。然而，我們每天碰到的應用程式大部分仍然為消費者市場主導。這些類型的應用程式的特點是簡單，用戶友好，但在市場上壽命也短。直到最近，用家開始認識到移動技術其實也能夠為他們的企業提高工作效率和效益。當然，在企業環境裡所應用的移動解決方案不會像大多數消費應用程式般簡單直接。許多在技術和商業方面的障礙，如數據安全，網絡連接和移動設備成本等往往會阻礙他們的普及使用。

在這個簡短的研討會，講者將嘗試採用一些現實的案例來說明移動通信技術在企業領域方面的應用。

The Prospect of Smartphone Entertainment in Multimedia Industry

多媒體業界中智能手機娛樂的前景

Smartphone is the breakthrough of technology. With one finger to control their smart phones, people know the up-to-date information through apps. From now on, entertainment can be everywhere across the border. In this presentation, iMusicTech Ltd. analyses existing smartphone entertainment trend in multimedia industry and prospect, and introduces a series of real-time entertainment to help the audience understand further about the diversified progress of smartphone.

智能手機成為科技上的一大突破。用家只需利用一根手指控制智能手機，便能透過應用程式了解最新資訊。從此，

娛樂衝破界限，無處不在。簡報中，科韻動力有限公司分析現今多媒體業中智能手機娛樂的趨勢及前景，並藉此介紹公司一系列實時的娛樂應用程式，讓世界各地用家了解智能手機的多元化發展進程。

Programme程序表

11:00am – 11:30am	Registration 登記
11:00am – 11:35am	Welcoming Remarks 歡迎辭 Dr CH Ng, Chairman, Hong Kong Electronics Industry Council and Honorary Vice Chairman, the Hong Kong Electronic Industries Association 香港電子業總會主席及香港電子業商會榮譽副會長 吳自豪博士
11:35am – 11:55am	ZigBee Technology: Apps and Internet Access ZigBee 技術的應用和互聯網接入 Ir Dr Tsang Kim Fung 曾劍鋒博士工程師
11:55am – 12:15pm	Mobile Apps - Its Application in the Enterprise World 移動軟件 - 在企業世界的應用 Mr Keith K.W. Tsa 謝權華先生
12:15pm – 12:35pm	The Prospect of Smartphone Entertainment in Multimedia Industry 多媒體業中智能手機娛樂的前景 Mr Kenneth Chau 鄒健宏先生
12:35pm – 1:00pm	Panel Discussion and Q&A Session 專題討論及問答環節 Moderator 主持: Mr Steve Chuang, Vice Chairman, Hong Kong Electronics Industry Council 香港電子業總會副主席 莊子雄先生

Remarks 備註:

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。

Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

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