


HKTDC International ICT Expo 2014
Interesting Products / Solutions

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	Product Photo / Logo	Exhibitor	Product Description
1.		<p>Amplesoft Country/Region: Korea Zone: Group Pavilion Booth no.: 3G-E30</p>	<p>iu-cell</p> <ul style="list-style-type: none"> ▪ iu-cell is a smart learning contents production software enabling teachers and educational course designers to prepare smart learning content easily. ▪ Its features include: <ul style="list-style-type: none"> ■ Examination design with post-exam evaluation ■ Smart contents can be used on PC as well as mobile devices ■ Rote learning (learning by memory) services, for example learning of Chinese characters ■ Video production with subtitle

2.



**Chinese University of Hong Kong –
Department of Computer Science &
Engineering**

Country/Region: Hong Kong

Zone: Apps Zone

Match a Day

- “Match a Day” Android application is designed to match and list all available time slots for the app users and friends.
- Once both parties installed the app and switched on NFC function, they could start by selecting the preferable date range, the time range and the expected duration for the gathering. Then by tapping the “Match” button and attaching two devices, matching carries out to calculate all the common available time slots provided from the two Google calendars. Result is shown in a list within a second the users could then select the most preferable time slot and attach the two devices again to confirm. Both parties will then be redirected to the event creating page of the calendar app for saving the appointment details.

3.



DG Entertainment Co., Ltd.

Country/Region: Korea



Zone: Group Pavilion

Booth no.: 3G-G19

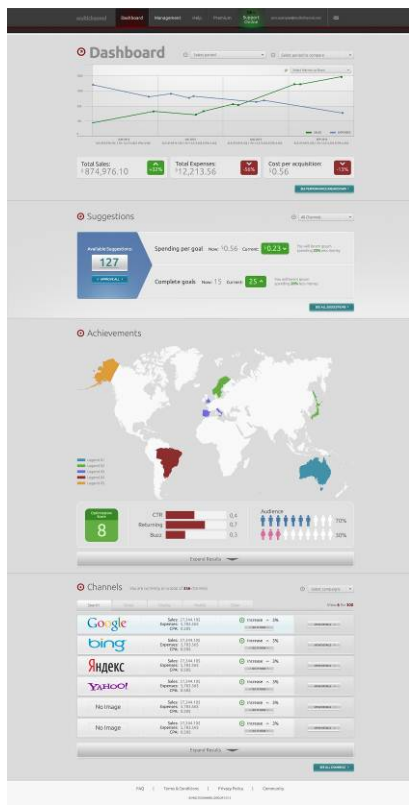
Body Mixture Non-Touch Base Virtual Conference / Education System

- A system designed for PPT solution which mixes human body (presenter) and virtual screen (original computer screen) by utilising 3D camera and motion recognition technology.
- By extract human body movement precisely and mix it with the screen in normal office & education environment, it allows speakers to deliver the contents effectively as well as audience to concentrate easily on the presentation.
- It can apply on virtual video conference and also educational purpose.

4.		<p>FansWave Limited Country/Region: Hong Kong Zone: Mobile & Digital Marketing Booth no.: 3F-D18</p>	<p>FansWifi</p> <ul style="list-style-type: none"> ▪ FansWifi, the first "Location-based" Wi-Fi Social Media Marketing solution provider in Hong Kong, allows brands/shops to market business on Facebook with free customer Wi-Fi service. This is a highly Facebook-integrated hotspot that engage shops' daily walk-in customer online. ▪ Benefits: <ul style="list-style-type: none"> ■ Increase Social Media Sites promotion impact ■ Collect reasonable customers' data and contact for further marketing promotion ■ Support promotion / loyalty programs ■ Promote to customers' friend (through "like" and "share" fan-page) ■ Increase brand's reputation and word-of-mouth ■ Analytics for targeted marketing
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<p>5.</p>	 <p>喂喂 设置</p> <p>"喂喂"是一个免费的基于地理位置的通讯及社交软件。 "喂"是汉语里向附近的人喊话的方式，同时也和"位"字谐音。目前以插件的方式，支持微信好友和群成员之间的通信。</p> <p>随处贴 1条 已发出 0条 已收到</p> <p>随身铃 0条 已设置 0条 已激活</p> <p>聚会 4条 已参与</p> <p>吼一吼 随处贴</p> <p>随身铃 聚会</p>	<p>Hong Kong Baptist University – Department of Computer Science Country/Region: Hong Kong Zone: Apps Zone</p>	<p>Helloc</p> <ul style="list-style-type: none"> ▪ Helloc is a free location-based instant messaging and social networking application. ▪ "Hello" is the way in English to greet people around, and "loc" is the acronym for "location". ▪ Helloc now supports Wechat users through a toolbox plugin. ▪ Helloc can broadcast messages to customers in specific locations, which is a cost-effective means for SME to reach and drive customers from online to offline. ▪ By its patented location-privacy technology, users could enjoy its convenience without being disturbed.
<p>6.</p>		<p>KEY SOFTWARE SERVICE PVT LTD Country/Region: India Zone: Group Pavilion Booth no.: 3F-F32</p>	<p>SmartMenu</p> <ul style="list-style-type: none"> ▪ SmartMenu is a full-featured real-time groupware solution for restaurants and cafes. ▪ It is a menu application that allows customers to have their orders by taping the platform. ▪ It is a complete automation system which tracks dish ordering at tables, cooking queues in the kitchen and payment at the front desk. This solution will improve the working efficiency of restaurants and save customers' time.

7.



Multichannel (Hong Kong) Limited

Country/Region: Hong Kong

Zone: Enterprise Solutions & IT

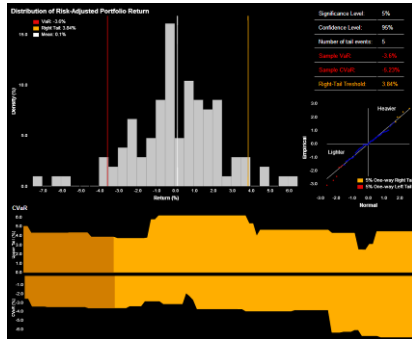
Outsourcing

Booth no.: 3F-E04

Multichannel Intelligent Marketing Solution

- Multichannel provides a first truly global Artificial Intelligence driven marketing solution, utmost efficient in bundling & managing complex cross-channel campaigns on a single cloud based platform.
- It optimises spending on marketing campaigns across multiple channels, such as Google AdWords US, Yandex Russia or even Baidu.
- It constantly collects and analyses data from clients' advertising channels, and gives real-time recommendation on how to improve clients' marketing campaign.

8.



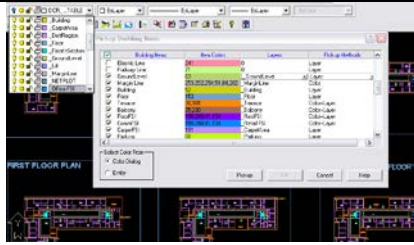
Phinary Systems Limited

Country/Region: Hong Kong
Zone: Enterprise Solutions & IT Outsourcing
Booth no.: 3F-F04

POP ADVANCED

- The POP Advanced is a portfolio investment decision-making platform aimed at helping clients with an active solution to analyze, allocate and dynamically redistribute the exposure weights of investments, thereby providing end-users with a risk-adjusted portfolio option to maximize portfolio wealth while addressing risks.
- Since the platform's computational infrastructure is cloud-based, integrating the solution will be a smooth process as end-users do not need to install any additional software. With internet connection, users could manage their financial portfolio from anywhere and at anytime, and with complete visibility.

9.



SoftTech Engineers Pvt. Ltd.


Country/Region: India

Zone: India Group Pavilion

Booth no.: 3G- F30

AutoDCR®

- AutoDCR® is a unique and innovative e-governance solution for automation of building plan scrutiny and approval.
- It reads CAD drawings and maps them to the development control regulations for approval by municipal corporations and approving authorities.
- AutoDCR® is seamlessly integrated to an online approval workflow to monitor the approval process with associated document scrutiny and site visits (where applicable).
- It helps in improving compliance, efficiency and effectiveness through collaboration between urban local bodies, government, citizens and other stakeholders.

10.		<p>Trinity Investment Holding Limited Country/Region: Hong Kong Zone: Enterprise Solutions & IT Outsourcing Booth no.: 3F-E04</p>	<p>Cloud Procurement and Bidding</p> <ul style="list-style-type: none"> ▪ Trinity cloud procurement and bidding platform provides customers with different types of tendering (e.g, RFQ) and bidding function. ▪ Using Trinity’s reverse auction, it helps reduce cost and blocks price increase from suppliers. ▪ Bidders know what the current market benchmark price is and how far their price is from the lowest price. ▪ Trinity supplier database with more than 500,000 records and analytics engine help buyers searching for right suppliers and evaluating current supplier performance. ▪ Trinity uses the latest cloud technology and customers do not need to invest on hardware and software.
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