



Prizes and Awards

Mobile Multimedia Communications Design Contest (MMCDC) 2003

Background

The Mobile Multimedia Communications Design Contest (MMCDC) was first launched in 1999. It was an initiative of the HKIE for the first time brought together government, industry, academic and professional body in a solid quad-partite effort to support Hong Kong avowed intention of becoming the region's leading technology centre.

The objective of MMCDC is to inspire the young talents to have fun in putting their innovative ideas into practice and in doing so to discover the exciting opportunities for a career or a business prospect. MMCDC provided a head start in becoming an entrepreneur in turning an idea into a marketable commodity.

MMCDC 2003

MMCDC 2003 aims at encouraging and rewarding innovative local university students who explore beyond the boundaries of wireless, Internet and the converging mobile multimedia technologies. It also provides an excellent opportunity for the young talents to display their imagination and creativity, and to turn their innovative ideas into real applications and products.

The Contest received good response with 24 multi-disciplinary entries from the cream of Hong Kong's six universities. The winners were selected through rigorous screening processes. Five projects were selected for the Gold, Silver, Bronze and Honourable Mentions awards. The scope of winning design is very wide. The design are innovative, practical and with high commercial merits.

The Gold Award project is "Mobile E-credit Card System (MECS)". MECS is developed on the platform of J2ME and can be installed to many kinds of personal wireless terminals like mobile phone and Personal Digital Assistant (PDA). With a mobile phone, you can buy anything you want without cash or credit card in hand. And the system integrates all the necessary functions in personal financing service which brings lots of convenience to the users.

The Silver Award project is "DataOnRoad". A wireless web server is installed in the bus to provide interactive contents to the passengers, through the means of using mobile phone or PDA over wireless Bluetooth links. Passenger can surf the web and perform online

transaction on the bus.

The Bronze Award project, "Mobile Facilities Management System (MFM)", aims at providing the flexibility of managing workforce remotely via mobile phones and web-based applications, resulting in significant savings and management can make justifiable decisions using real-time information.

The Gold Award winners was granted an Incubation Licence Agreement with 2-year rent-free office accommodation in the Hong Kong Science and Technology Parks where they could set up their own business and turn their innovative concept into reality.

To bring the MMCDC into new height, the Institution has set the scene with plan to organise the third MMCDC with a refreshing presentation and a wider scope in terms of technological applications, geographical boundary and institutional collaboration.

- List of Awardees

Award	Project Title	Contestant(s)	Academic Advisor
Gold	Mobile E-credit Card System (MECS)	GENG Chunya JIN Xing LAI Meng	Dr Gary S H CHAN
Silver	DataOnRoad	Tony KWAN Tin Man Adrian YEUNG King Hang	Dr Lawrence YEUNG
Bronze	Mobile Facilities Management System (MFM)	Isabella IP Nga Chi Cindy TAM Sau Wa Antony LEE Chung Sing	Dr William S W CHEUNG
Honourable Mentions	Mobile Tour Guide (MTG)	CHAN Wai Nang KWONG Pak Yin	Prof LEE Tan
	Show You the Way	NG Ping Chung	Ir Prof LIEW Soung Chang



The Gold Award Winners received the trophy, certificate and a cash prize of \$30,000 from the Hon John Tsang.

- Key Activities of MMCD 2003



Launching Ceremony



Dinner Gathering



Seminar cum Workshop



Prize Presentation Dinner

MMCDC 1999

- List of Awardees

Wireless Internet Category

Award	Project Title	Contestant(s)	Academic Advisor
Gold	The Intelligent Route Information System	Calvin K H CHIU PANG Chi Wai CHAN Kong Ping	Dr LAM Kam Yiu
Silver	WAP Home Control Systems	TONG Sai Cheong	Dr TSANG Kim Fung
Bronze	WAP Auction System	CHAN Pui Chung SHUM Kwan	Prof WONG Wing Shing

Open Category

Award	Project Title	Contestant(s)	Academic Advisor
Gold	Location-Based Information Browsing Using Mobile Positioning and WAP Technology	Chris L C WONG Raymond K W CHAN	Prof M C LEE
Silver	Portable Electronic Tour Guide System	John C L NG	Dr Jack LAU
Bronze	Zero-Effort-Delay Mobile Internet System	HUI Ka Yu LAU Tsz Kit LIN Wing Kai	Prof NG Wai Yin