



HONG KONG  
ICT AWARDS  
2016 香港資訊及  
通訊科技獎

Best Digital Entertainment Award  
最佳數碼娛樂獎

# BEST DIGITAL ENTERTAINMENT AWARD

最佳數碼娛樂獎

DIGITAL ENTERTAINMENT GRAND AWARD  
數碼娛樂大獎

ENTERTAINMENT SOFTWARE WINNERS  
數碼娛樂軟件得獎單位

ANIMATION & VISUAL EFFECTS WINNERS  
電腦動畫及視覺特效得獎單位

INTERACTION DESIGN WINNERS  
互動設計得獎單位

Organiser  
籌辦機構

HKDEA

# Contents 目錄

Background	背景	1
Message from Chairman	主席獻辭	3
Hong Kong ICT Awards 2016: Best Digital Entertainment Award Judging Panel 2016 香港資訊及通訊科技獎：最佳數碼娛樂獎評審委員會		4
<b>Hong Kong ICT Awards 2016: Best Digital Entertainment Grand Award</b> <b>2016 香港資訊及通訊科技獎：最佳數碼娛樂大獎</b>		
Skytree Digital Ltd. 天邁科技有限公司	Hachi Hachi	5
<b>Hong Kong ICT Awards 2016: Best Digital Entertainment (Entertainment Software) Award</b> <b>2016 香港資訊及通訊科技獎：最佳數碼娛樂 (娛樂軟件) 獎</b>		
<b>Gold Award 金獎</b>		5
Skytree Digital Ltd. 天邁科技有限公司	Hachi Hachi	
<b>Silver Award 銀獎</b>		7
Twitchy Finger Ltd. 跳指有限公司	Mini Legend 四驅傳說	
<b>Bronze Award 銅獎</b>		8
MAMO Games Ltd. 美亞怪物遊戲有限公司	Genesis Spirits 創世星魂	
<b>Special Mention 特別嘉許</b>		
Salon Films (H.K.) Ltd. 香港沙龍電影有限公司	The Perfect Hyde: Deadly Yacht 完美緝兇：奪命遊艇	9
<b>Hong Kong ICT Awards 2016: Best Digital Entertainment (Animation &amp; Visual Effects) Award</b> <b>2016 香港資訊及通訊科技獎：最佳數碼娛樂 (電腦動畫及視覺特效) 獎</b>		
<b>Gold Award 金獎</b>		10
MAK Siu-fung 麥少峰	Disposition 本性	
<b>Silver Award 銀獎</b>		11
CHOY Kam-chiu 蔡錦潮	Red Egg 紅雞蛋	
<b>Bronze Award 銅獎</b>		12
DreamWalker Production Ltd. 夢旅製作有限公司	Iron Brothers 鐵人兄弟	



### Special Mention 特別嘉許

eMotionLAB Ltd.	Hong Kong Science & Technology Parks Corporation Mission Video 香港科技園企業形像影片	13
Paperbox Creations Ltd. 合紙製作(香港)有限公司	Shear Marks 長不高的孩子	13
Bloom	Bloom	14
Abacus in Motion Co. Ltd. 盈思動力有限公司	Stars Avenue 星光大道	14
G.V.A. Production 激發創作有限公司	Somewhere in Melody 旋律的彼方	15
Zenith Digital Creation Ltd. 頂峰數碼創作有限公司	LANDMARK Christmas 2015 : Santa Paws 置地廣場2015聖誕節	15

### Hong Kong ICT Awards 2016: Best Digital Entertainment (Interaction Design) Award 2016 香港資訊及通訊科技獎：最佳數碼娛樂 (互動設計) 獎

#### Gold Award 金獎

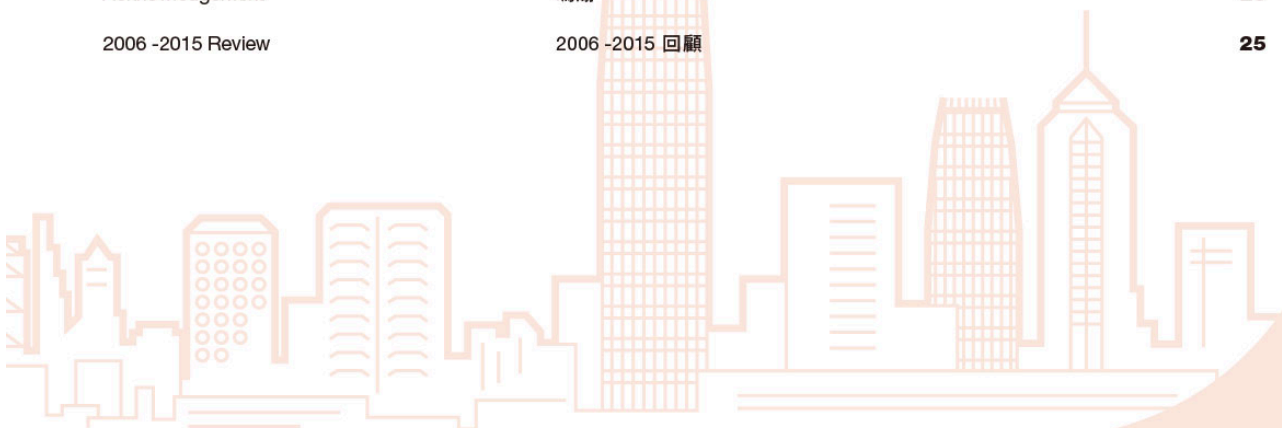
IOIO Ltd. 十下創作	Gulliver Gulliver 全景實時歷險	16
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#### Silver Award 銀獎

Market Trend Interactive Solution Ltd. 創域互動有限公司	Ultra Heroes Galaxy Parks – Interactive Theme Park Experience 鹹蛋超人主題公園 - 互動主題公園體驗	17
--	--	----

#### Bronze Award 銅獎

Wing Lung Bank Ltd. 永隆銀行有限公司	Wing Lung Bank - iTable 永隆銀行 iTable	18
Introduction of Organiser	籌辦組織簡介	19
Acknowledgement	鳴謝	20
2006 -2015 Review	2006 -2015 回顧	25



Background  
背景





The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit for creative and better solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised by Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

There are eight categories under the Hong Kong ICT Awards 2016. There is one Grand Award in each category, and an "Award of the Year" is selected from the eight Grand Awards by the Grand Judging Panel.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業和營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由香港業界組織及專業團體主辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2016香港資訊及通訊科技獎設有八個類別的獎項。每個類別均設有一個大獎，而最終評審委員會再從所有大獎中甄選出「全年大獎」。

## Message from Chairman 主席獻辭



**Mr. Gabriel Pang**  
Chairman, Hong Kong Digital  
Entertainment Association

**彭子傑 先生**  
香港數碼娛樂協會 主席



In 2015 there were many happenings during the year also had far-reaching impacts. Still, the entries to the Best Digital Entertainment Award I have seen significant improvements, both in quality and quantity. This perhaps is an indirect proof of the development potential of digital entertainment in Hong Kong.

Many forward-looking countries have adopted fairly proactive policies to promote the digital entertainment industry, a fast growing new industry with immense financial potentials. If Hong Kong is to be developed into the hub of innovation and creativity in the Asian region, it must try to make a breakthrough in this intensively competitive environment. I believe the next few years will be our last opportunity. I hope the industry; the HKSARG and the CreateHK could seize this chance, and, with bold measures and determination, bring about new prospects for Hong Kong's digital entertainment and creative industries.

I would like to take this opportunity to thank the OGCIO, the HKPC, the panel of judges, the HKGIA, the HKCAF, the HKDEISC and all other collaborating units for the successful holding of this meaningful event. I would also like to thank all entrants for their efforts in developing this good quality and outstanding digital entertainment works.

Lastly, I hope we would work together with one heart to make a new Miracle of Hong Kong!

在2015年，這一年間所發生的眾多事情，也同樣是影響深遠。縱使如此，今年最佳數碼娛樂獎參賽作品，無論在質和量上還是有著顯著的提昇，這也許間接引證了香港在數碼娛樂方面的發展潛力。

不少具前瞻性的國家，都以相當積極的政策來推動數碼娛樂業，這個快速成長、具有龐大經濟潛力的新興產業。若要把香港打造成為亞洲地區創新及創意集合點，就要設法在這激烈的競爭環境下突圍而出。我相信，未來數年就是最後的機會。希望業界、特區政府、創意香港，能夠把握時機，以果敢的方式及堅定的態度，為香港的數碼娛樂業及創意產業帶來一番新景象。

我在此感謝政府資訊科技總監辦公室、香港生產力促進局、各評審委員、各友會、及所有協力單位，令香港資訊及通訊科技獎－最佳數碼娛樂獎得以順利舉行。也感謝所有參賽者的努力，為香港打造出眾多傑出數碼娛樂產品。

最後，希望大家可以同心協力，令我們的香港成為新的奇蹟！





**From Left (Back row) 左起 (後排) :**

Orange SEE (施凌鋒) · Ken CHAN (陳卓榮) · Kenny YIU (姚金鴻) · Philip LEUNG (梁光漢)

**From Left (Front row) 左起 (前排) :**

Adrian KAM (甘永修) · Henry MA (馬志輝) · Janet CHU (朱蔡鳴鳳) · Derrick NGAN (顏昭行)

**Best Digital Entertainment Award Judging Panel  
最佳數碼娛樂獎評審委員會**

**Chairman of Judging Panel 評審委員會主席**

**Prof. Henry MA**  
馬志輝 教授

**Associate Dean (School of Design), The Hong Kong Polytechnic University**  
香港理工大學設計學院 副院長

**Panel Members 評審委員會成員**

**Mr Adrian KAM**  
甘永修 先生

Councilor, Hong Kong Information Technology Federation  
香港資訊科技商會 委員

**Mrs Janet CHU**  
朱蔡鳴鳳 女士

Assistant Head, Create Hong Kong, HKSAR Government  
香港特別行政區政府創意香港 助理總監

**Mr Derrick NGAN**  
顏昭行 先生

Executive Committee Member, Hong Kong Game Development Association  
香港遊戲創作協會 理事

**Mr Orange SEE**  
施凌鋒 先生

Vice-Chairman, Hong Kong Digital Entertainment Association  
香港數碼娛樂協會 副主席

**Mr Ken CHAN**  
陳卓榮 先生

Chairman, Hong Kong Game Development Association  
香港遊戲創作協會 會長

**Mr Philip LEUNG**  
梁光漢 先生

Executive Committee Member, Internet Society Hong Kong  
香港互聯網協會 執行委員

**Mr Kenny YIU**  
姚金鴻 先生

Chairman, Hong Kong Wireless Technology Industry Association  
香港無線科技商會 主席



# Best Digital Entertainment Grand Award And Best Digital Entertainment (Entertainment Software) Gold Award

## 最佳數碼娛樂大獎 及最佳數碼娛樂(娛樂軟件)金獎

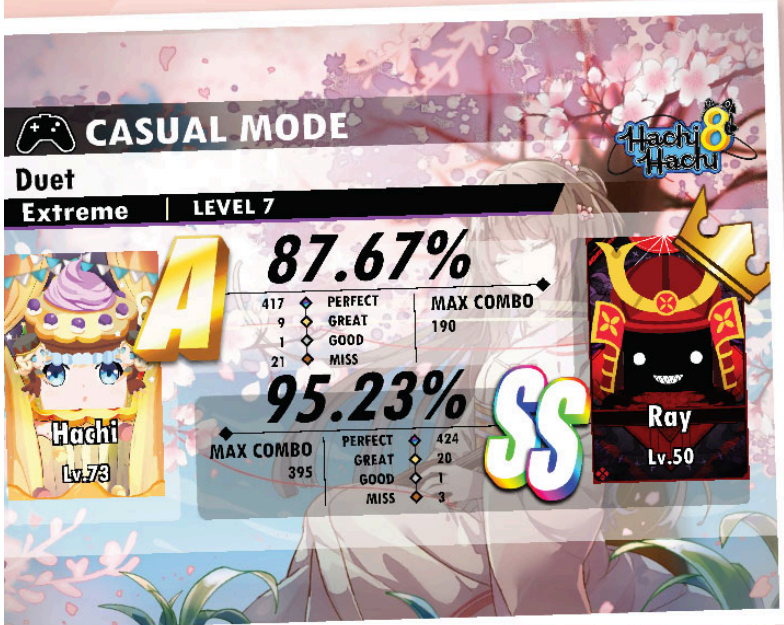
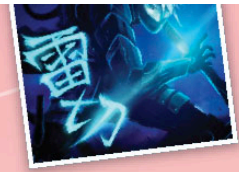
As also : Best Digital Entertainment  
(Entertainment Software) Special Mention (Music & Sound)  
同時亦是: 最佳數碼娛樂(娛樂軟件) 特別嘉許(音樂及音效)

Skytree Digital Ltd. 天邁科技有限公司  
www.facebook.com/skytree.hachihachi

### Hachi Hachi

“Hachi Hachi” is a PvP (Player vs Player) music game in the market of mobile phone. It matches an opponent player to the game player.

The company is working with 20 musicians over the world, and has been producing over 60 pieces of music with a new music work to be added in each week. The company was invited to be the first music game partner with Dolby Laboratories, Inc. – Sound Technology; so the company can enhance the music quality with special Dolby Audio API in Android devices. Furthermore, the company has been selected by Apple company as the “Best New Game of the week” and the “Featured Game of Christmas Seasonal Games” in 2015. The game was also nominated as “The Best Game Design” and “The Best Audio” Awards in Casual Connect (Singapore) - Indie Prize Showcase Awards in 2015.



### Hachi Hachi

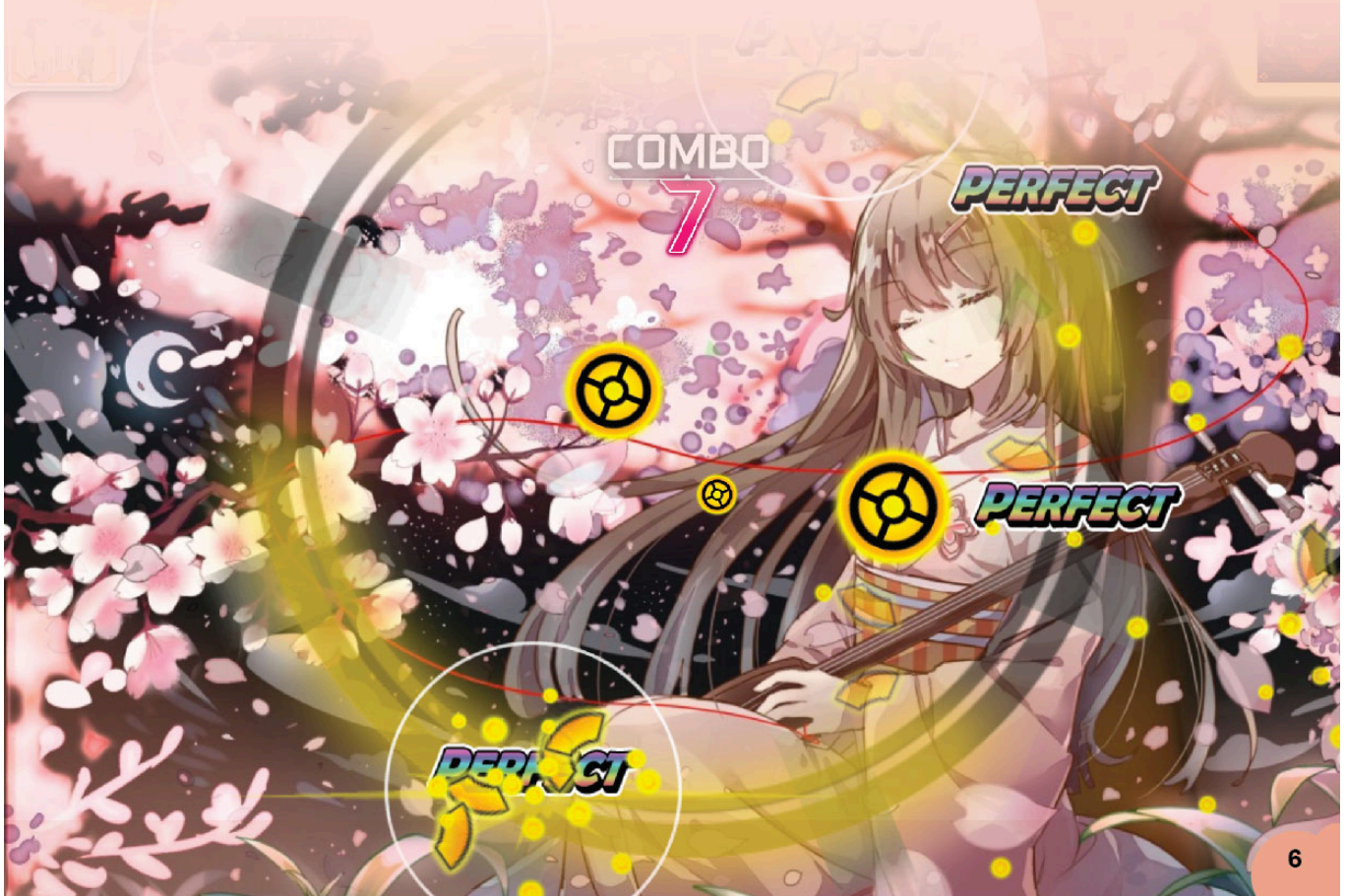
“Hachi Hachi” 是手機市場上的一款音樂對戰遊戲(玩家對玩家)，在遊戲過程中，電腦會配對另一名玩家作實時對戰遊戲。該公司正與世界各地 20 名音樂家合作，現已製作超過 60 首動人的樂章和每週加入一首新的音樂。他們是首款手機音樂遊戲被杜比實驗室 - 音效技術邀請為合作夥伴；因此，在 Android 設備內的杜比音效 API 加強了他們遊戲的音樂品質。而且，他們被蘋果公司評選為 2015 年“本週最佳新遊戲”和“特色遊戲 - 聖誕季節性的遊戲”。於 2015 年，“Hachi Hachi” 在 Casual Connect (Singapore) - Indie Prize Showcase Awards 內被提名“最佳遊戲設計”和“最佳音效”獎項。



## Comments from Judging Panel 評審委員會評語

“Hachi Hachi” is a thoroughly game of originality. It smartly uses the feature of international music without boundaries, which results in a high plasticity of the game. Moreover, the production team cleverly adopts Japanese style music to pander to Hong Kong players’ flavor, which attract more young people to be engaged. “Hachi Hachi” players can enjoy the game in a relaxed and easy mode of play with visual, hearing and action, and also join the world-class Dolby stereo sound system. In addition, as the production team enhances the music delay correction system, the game can be run smoothly in the older models of mobile phones, which is a thoughtful and commendable arrangement. A niche game with high quality original music and in-game graphics, its entertaining game design, varied gameplay and comprehensive functions are very attractive. Judges are happy to know the game is crossing over with other game developer successfully, hence the game could have more room for further development.

“Hachi Hachi” 原創成份較高，巧妙地利用音樂無國際界限這一特點，使遊戲可塑性甚高。由於香港年輕玩家比較偏好日系風格，團隊聰明地採用日式風格的音樂，以吸引更多年青玩家參與其中。在視覺、聽覺及動作多方面的配合下Hachi Hachi讓玩家在既輕鬆又簡單的模式中遊玩，同時亦加入世界級音響系統杜比立體聲，以增加玩家的興趣及享受。另外加入音樂延遲修正系統，令遊戲能在比較舊型號的手機內也可以運作流暢，這是一項貼心的安排，值得一讚。而優質的原創音樂及遊戲圖像設計，充滿娛樂性的遊戲設計、玩法多變及功能全面，有非常好的市場潛力。評審們喜見Hachi Hachi成功地與其他遊戲開發商合作，以使遊戲有更大的發展空間。





# Best Digital Entertainment (Entertainment Software) Silver Award 最佳數碼娛樂(娛樂軟件)銀獎

As also : Best Digital Entertainment  
(Entertainment Software) Special Mention (Mobile Game)  
同時亦是: 最佳數碼娛樂(娛樂軟件) 特別嘉許(流動娛樂)

Twitchy Finger Ltd. 跳指有限公司  
www.twitchyfinger.com

## Mini Legend

“Mini Legend” is a racing simulation game based on the Mini 4WD genre. The game contains a vast collection of Mini 4WD cars, parts and accessories. Furthermore, the game features an extensive car modification system allowing the creation of truly unique Mini 4WD cars that suits the distinctive style of each player. There are three kinds of game modes to attract casual and competitive players; they are Story mode, Online PVP mode and Online event mode. Mini Legend can be downloaded from iOS and Android platforms for free.



## 四驅傳說

《四驅傳說》是一個以四驅車為題材的策略性模擬賽車遊戲。遊戲包含多款迷你四驅車款及零部件以供玩家選擇。此外，遊戲功能包括汽車改裝系統，以製作真正獨特的迷你四驅車，適合每一個玩家的獨特風格。遊戲包括三種模式：故事模式，在線玩家對戰模式和在線活動模式，以吸引喜歡休閒和競爭性的玩家。遊戲現可於Android及iOS手機平台內免費下載。



## Comments from Judging Panel 評審委員會評語

“Mini Legend” focuses in the group who love 4WD car, given that many Hong Kong people are very loyal to local culture. Each detail can be fine-tuned; it is possible to simulate a lot of combinations. For the appearance, its color can freely be changed with high degrees of freedom. The game successfully cooperates with other brands. The car body not only has Hong Kong’s element, also is designed by new designers, and the creator looks forward to adding more new elements.

《四驅傳說》的對象非常清晰，就是熱愛四驅車的群組。由於四驅車的外殼，可被更換上不同香港獨有的交通工具，例如：的士或小巴，能給予人感覺很有香港本土文化特色。另外，每輪車的細節都可作出調整，因此能夠模擬出極多組合，以提升玩家的興趣。在外觀方面，車身可以自由轉換顏色，自由度甚高，更能給予玩家享受改裝“車”的樂趣。評審喜見遊戲成功與其他品牌商合作，讓四驅車的外殼可加入更多的元素，也可以與新進的設計師合作，創作出另類的外殼，以供玩家選擇。



# Best Digital Entertainment (Entertainment Software) Bronze Award 最佳數碼娛樂(娛樂軟件)銅獎



As also : Best Digital Entertainment (Entertainment Software)  
Special Mention (Game Design) & (Computer Graphics)

同時亦是: 最佳數碼娛樂(娛樂軟件) 特別嘉許  
(遊戲設計) 及 (電腦圖像)

MAMO Games Ltd. 美亞怪物遊戲有限公司  
gs.mamo-games.com

## Genesis Spirits

"Genesis Spirits" is a mobile game which is developed by Hong Kong company and adopts an innovation three-dimensional block eliminating play method with RPG elements, for instance, explore the maze of adventure, attack strong enemy and so on, to meet the players' preferences. Moreover, the company invited some famous Japanese animation voice actors to do dubbing for the game. In addition, some top local designers designed more than 100 different characters to bring freshness for players.



## 創世星魂

《創世星魂》是一款由香港遊戲公司所開發的手機遊戲，採用創新立體方塊消除玩法，並結合RPG的元素，例如：探索冒險迷宮，挑戰更強敵人等，以迎合玩家的喜好。另外，遊戲公司特別邀請一些日本動漫界知名聲優為遊戲配音，再加上本地頂尖設計師為遊戲設計超過100款不同的角色，為玩家帶來新鮮感。

## Comments from Judging Panel 評審委員會評語

"Genesis Spirits" is using a traditional game mode, but the production team artfully added 3D elements and gorgeous screen in it, so the game is more interesting than the other similar type of games.

Production team adopts an innovative 3D block eliminating play method with the increasing difficulty of the game; six-sided block is not just a single color only and the new play method is difficult than the other traditional elimination games. The production team also encourages the players to use their brainpower to get win; it will enhance the attraction of the game. For this game, the selling point is "Brainwork" it shows the production team has full confidence in the game which can be accepted by market. In addition, the production team invited the No. 1 Japanese voice over actor works for the game that is why so many game players like to play it. Its positioning is clear with good market potential.



《創世星魂》遊戲模式較傳統，但遊戲加入了3D立體元素和華麗畫面，比其他的同類型遊戲有趣得多。製作團隊採用了創新的立體方塊消除玩法，隨著遊戲的難度增加，六面的方塊不再是單一款顏色，玩法較傳統的消除遊戲難度更高。玩家遊玩時需要更加運用腦力，令遊戲更加具挑戰性及可索性。製作團隊能夠以腦力運用作為賣點，表現出他們對這款遊戲有一定的信心，可被市場所接受。另外，得到日本一線聲優為其配音，更是他們受歡迎的另一買點，定位清晰，有一定的市場潛力。



## Best Digital Entertainment (Entertainment Software) Special Mention 最佳數碼娛樂(娛樂軟件)特別嘉許

Special Mention (Technology)  
特別嘉許 (技術)

SALON FILMS (H.K.) LTD.  
香港沙龍電影有限公司

www.salonmedia.com

### The Perfect Hyde: Deadly Yacht

"THE PERFECT HYDE: DEADLY YACHT" is a 360° virtual live-action interactive game in Hong Kong.

"The Perfect Hyde: Deadly Yacht" — is a series of crime-solving strategy game that challenges players to solve tough cases through various deceptions, fabricated evidences, fictional characters, and incomplete clues.

The game is about a homicide which was happened on the yacht; detectives have to investigate eight suspects with limited clues.

Players need to wear a Virtual Reality (VR) glasses, walk into the crime scene and different scenarios, like being in the scene. In addition, they need to search clues in virtual reality scenes and interrogate the 8 suspects to know the fact. Finally, the players have to catch the murderers and brought him / her to justice.



### 完美緝兇：奪命遊艇

《完美緝兇：奪命遊艇》是香港一個360°真人實景虛擬互動遊戲。遊戲可讓玩家代入警探的角色，體驗警探如何查案和緝拿兇手的真實過程，需要玩家在不同故事情節和情境中尋找兇案線索、證據和答案，找出兇案的真兇。

《奪命遊艇》講述一單發生在遊艇上的兇殺案，警探在有限的線索當中篩選了8名疑兇。玩家需要戴上虛擬實景(VR)眼鏡，走進兇案現場及不同的場景中，猶如置身於現場。玩家需要到虛擬實景中尋找線索，並且對8位疑兇進行盤問，最後找出真兇，緝拿歸案。



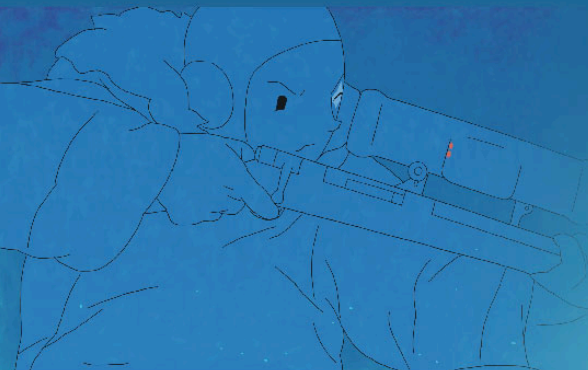


## Best Digital Entertainment (Animation & Visual Effects) Gold Award 最佳數碼娛樂(娛樂軟件)金獎

As also: Best Digital Entertainment (Animation & Visual Effects) Special Mention (Short Film) & (Animation)  
同時亦是: 最佳數碼娛樂(電腦動畫及視覺特效)特別嘉許(短片)及(動畫)

MAK Siu-fung 麥少峰

### Disposition



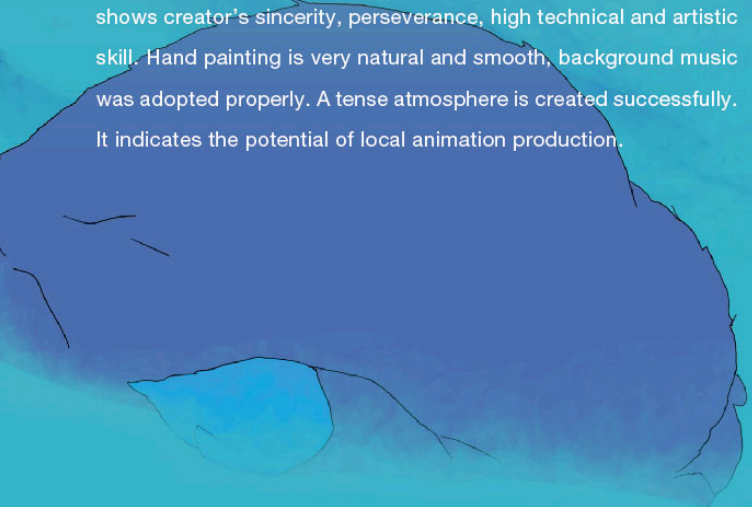
A hunter "M", in order to pursue his prey – a behemoth which hid in a snow-capped mountain for years, he does not hesitate to put himself in a life-threatening situation to look for the behemoth. Finally in danger, he needed to make a contradictory choice. In the story, "M" needed to make a difficult decision about this hunting behavior. What would happen to "M" ? .....

### 本性

獵人M為了要捕殺潛伏於雪山地多年的巨獸，他不惜一切以身犯險上山尋找巨獸，最後身陷險境，並需作出矛盾抉擇。故事中，M所要面對的正正是他需為自己的獵殺行為作出選擇，M將何去何從呢？ .....




### Comments from Judging Panel 評審委員會評語



This animation makes people falling in a very deep thinking, stimulate us to rethink the relationship between the hunter and the prey. All hand draw painting style of the two-dimensional animation shows creator's sincerity, perseverance, high technical and artistic skill. Hand painting is very natural and smooth, background music was adopted properly. A tense atmosphere is created successfully. It indicates the potential of local animation production.

「本性」令人墜入十分深沉的思考，給人們重新思考獵人與被獵者之間的關係。同時，這部動畫片擁有簡潔、真摯的故事情節，能夠觸動人心。導演透過精巧細緻的畫面及運用各種動畫原素，將故事的中心思想 - 〈本性〉清晰地傳達給觀眾。全人手繪畫與具風格的二維動畫，一人獨力製作，誠意及毅力可嘉。另外，在技術和藝術成份方面亦甚高，值得表揚。繪畫手工很自然流暢，背景音樂運用甚好，營造出緊張的氣氛，非常成功。〈本性〉足以展示香港在創作動畫短片方面的巨大潛力。





## Best Digital Entertainment (Animation & Visual Effects) Silver Award

### 最佳數碼娛樂(電腦動畫及視覺特效)銀獎

As also : Best Digital Entertainment (Animation & Visual Effects) Special Mention (Visual Effects)

同時亦是: 最佳數碼娛樂(電腦動畫及視覺特效) 特別嘉許(視覺特效)

CHOY Kam-chiu 蔡錦潮

#### Red Egg

Protagonist of the story was thrown in a fickle of life and needed to strive facing all changes.

In the turbulent world, the protagonist wants to experience anxiety and pressure, sometimes disoriented and overwhelmed, but a blink of an eye has come to an end. Butterfly never gives up chasing for its beauty and finally learns to embrace changes.

#### 紅雞蛋

故事中的主角被拋下在變幻的人生路上，需拼命面對所有改變。

在動盪的世界中經歷不安及受壓，有時迷失方向，不知所措，但一轉眼間已到盡頭。蝴蝶沒有放棄追逐美麗，到最後學懂擁抱改變。



#### Comments from Judging Panel 評審委員會評語

"Red eggs" is a very special sand animation. Nowadays, artist is seldom willing to use sand to produce an animation, as it needs to take a long time for preparing and producing. The producers used an innovative production method – the traditional light box is replaced by a TV machine, coupled with more color, and then a colorful sand animation be presented. As the sand animation and special effects are required simultaneously, no mistake is allowed during the production period. Otherwise, the production needs to be started from beginning. Judges expressed that the producer presented his remarkable artistry and skill. Look forward to seeing an impressive Hong Kong sand animation will be shown soon.

「紅雞蛋」是一套很特別的沙畫動畫。現時很少藝術家會以沙畫製作成動畫，因為沙畫動畫的製作是需要很長的時間。製作人運用了創新的製作手法 - 使用電視代替燈箱，再加以上色，成為彩色的沙畫動畫。因為沙畫和特效是需要同步進行的，所以拍攝過程中不可以有任何出錯，否則整份作品便要重新製作。評審表示，這作品突顯出製作人的藝術造詣及極細緻的技巧。期待令人眼前一亮沙畫電影在香港出現。





## Best Digital Entertainment (Animation & Visual Effects) Bronze Award 最佳數碼娛樂(電腦動畫及視覺特效)銅獎

DreamWalker Production Ltd. 夢旅製作有限公司  
www.dreamwalkerpro.com

### Iron Brothers

In the way of life, we all have a relationship that we once cherished, but it weakens as time goes by, forgotten that feeling need to be respected and maintained by us and as time flying, the relationship has gradually become alienated. But as long as we are willing, the long-forgotten sentiment can be woke up .....

### 鐵人兄弟

在人生路上，我們都有曾珍重過的一段關係。但隨著年紀漸長，我們都變了，忘卻了感情是需要彼此尊重和維繫，隨著日子的消逝而關係亦逐漸變得疏離。但是只要我們願意，還是可以喚醒被那遺忘已久的情感……



### Comments from Judging Panel 評審委員會評語

"Iron Brothers" is a smooth and a good interpretation story; the audience takes a trip down memory lane of some touching emotional story and gets tears. The production team successfully created a distinctive image of the protagonist and deftly projects an imaginative and fantastic image. The work is good and precise. Its visual effects properly mixed with the reality environment. Judges mentioned that if the production team could enrich the content of story in between the protagonist and the Robot. And apropos adopts visual effects to express the brotherhood. The work may have chance to become a feature film in coming future and thus let the audience feel the passion of the team.

「鐵人兄弟」故事內容順暢，良好的演繹手法，令觀眾回想一些感人的情感故事，使人激動流淚。製作團隊成功地為劇中主角塑造鮮明形象，並靈巧地呈現出富創造力和幻想的景象。「鐵人兄弟」特效細緻，使用精準，並與環境混合得宜。評審表示，如在故事情節上，再加多一些著墨在主角與機械人間的兄弟情，並適當地運用數碼特效，這作品極有機會能製作成一部長片，讓觀眾感受到他們的創作熱情。

## Best Digital Entertainment (Animation) 最佳數碼娛樂(電腦動畫)

### Special Mention (TV Commercial) 特別嘉許 (電視廣告)

eMotionLAB Ltd.  
[www.emotionlab.tv](http://www.emotionlab.tv)

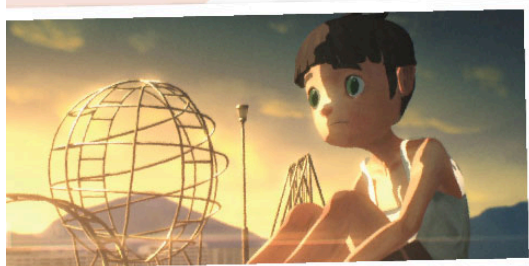
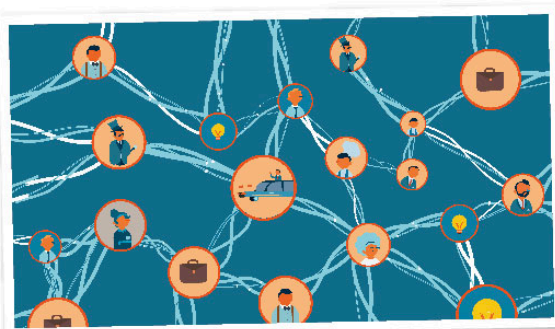


### Hong Kong Science and Technology Park Corporation Mission Video

The Hong Kong Science and Technology Park Corporation (HKSTP) need to create a brand video with their newly revamped corporate identity. One of the creative challenges of this project, the production team needs a meticulous curtain of HKSTP's complex content to develop a strong authentic story that inspires. The sophisticated role and contributions of HKSTP has to be articulated effectively to stakeholders and general public in an info graphic video of less than three minutes.

#### 香港科技園企業形象影片

香港科技園 (HKSTP) 為他們更新了的品牌形象，製作了一條三分鐘的電視廣告。香港科技園將細緻的內容，巧妙地創作出一個既真實亦具啟發性的品牌廣告。在這短過三分鐘的廣告內，香港科技園的角色和貢獻，有效地以資訊圖表動畫的形式，呈現給觀眾。



### Special Mention (Directing) & (Story / Screenplay) 特別嘉許(指導) 及 (劇本)

Paperbox Creations Ltd.  
合紙製作 (香港) 有限公司  
[www.paperboxcreations.com](http://www.paperboxcreations.com)

#### Shear Marks

The story about the lines marked on the lamppost, which recorded the height of Ah Chi, carried his childhood's memories in the resettlement years. The frivolousness of youth, the incipient love, the past with a few regrets – all these flash through his mind, lighting up the passionate childlike innocence in his heart once again.

#### 長不高的孩子

故事描述，刻在燈柱上的身高線，盛載著主角阿志住在徙置區時的兒時往事。年少輕狂，剛萌芽的愛情，略帶遺憾的往事，霎眼如火花般掠過眼前，再次燃點起那顆埋藏在心底灼熱的童心。





## & Visual Effects) Special Mention 及視覺特效)特別嘉許

### Special Mention (Editing) 特別嘉許(剪接)

#### Bloom



#### Bloom

BLOOM is a story of redemption and self-discovery of a young toy maker, called Reve, who is given a mission to find a magic flower in the land of the dead. The success of this mission will give him a second chance of life, which was taken away from him in a car accident when he tries to save his cat. During his quest and at the critical moment where his self-doubt gets the better of him, the magic flower appears and reminds him what his passion is and this rediscovery brings him happily back to life.



#### Bloom

BLOOM是講述一位年輕玩具工藝師的救贖與自我審視的故事。年輕的玩具工藝師，Reve，為了從車禍中拯救一隻黑貓而斷送了自己的生命。為換取重生的機會，他答應了死神的要求，於死後踏上了尋找奇幻之花的旅途。旅途之中，Reve開始對自己的人生感到迷惑，並對自我作出批判。然而這種種的經歷使他重新對自我作出審視，並回想起對追求夢想的熱情。最終能回到現實的世界，繼續追夢。



#### Stars Avenue

Stars Avenue is an animated short film about the story Hong Kong's three well known icons – Big Buddha, Bruce Leung, and Panda Gai. They have one thing in common: they all love to collect limited edition sneakers. Big Buddha gathers his friends in restaurant to boast about his successful bidding on a pair of rare golden sneakers. Their conversation is overheard by a Mongkok gangster who misunderstood they are talking about a golden statue. He plans to snatch the "golden statue" when the time is right. Things do not turn out as expected and everything goes haywire. Stars Avenue delivers a fresh view of Hong Kong's culture through this delightful story using a unique animation style.

### Special Mention (Character Design) 特別嘉許(角色設計)

Abacus in Motion Co. Ltd.  
盈思動力有限公司

[www.abacusinmotion.com](http://www.abacusinmotion.com)

#### 星光大道

「星光大道」動畫講述三位香港代表人物：大佛、梁小虫和熊貓孺，他們都熱愛波鞋。三人在冰室討論著大佛成功競投到的傳說波鞋；旺角飛仔聽到了，誤會了那是黃金寶物。飛仔計劃搶去寶物，但意外頻生，笑位爆發！





## Best Digital Entertainment (Animation & Visual Effects) Special Mention

### 最佳數碼娛樂(電腦動畫及視覺特效)特別嘉許

#### Special Mention (Music & Sound) 特別嘉許(音樂及音效)

G.V.A. PRODUCTION 激發創作有限公司

##### Somewhere in Melody

A young girl had been really bumped by her mother's death. Her dad – the owner of a music record store wanted to cheer his daughter up by introducing her to the world of music, through music, she found a way to not only defeat depression, but also give her strength to overcome all of the hardships in her life. Her life was overwhelmed with happy memories she shared with her dad and the joy music rings her. As time went by her dad could not live to see her start a family. She was unable to let go of the good old days she had with her dad and struggled to keep the store open. Until one day, she found a vinyl record player her dad had left. After listening to that music, she slowly realized what her dad really left for her.....



##### 旋律的彼方

小女孩的媽媽去世後，她一直悶悶不樂，開唱片店的爸爸為了開解女兒，將她帶進了音樂的世界。透過音樂，小女孩產生很多幻覺，不論喜與悲亦有音樂伴隨。自那時起爸爸和他的音樂陪伴了女孩大部份人生，女孩成長得非常快樂。隨著時光流逝，爸爸亦離開了女孩，女孩要展開她人生的新階段。但女孩留戀著過去的日子不能釋懷，留守著爸爸的唱片店。直到一天，她發現爸爸留下的唱機，靜下來重聽他的音樂，才明白爸爸給她聽音樂的意思……



##### LANDMARK Christmas 2015: Santa Paws

A little boy shared his gingerbread with a Santa Paws, who lost his own and was in tears at the Christmas Fair. Santa Paws thanked the little boy for his kindness and handed him a token. The little boy made a wish and inserted the token into the wishing machine. The magic began! Lots of Santa Paws are inside preparing for the wishes received from all over the world. The Santa Paws chased after the little boy's token to make sure his wish would come true. When the little boy waked up, he saw the gift prepared by the Santa Paws and it was the very gift he wished for. Christmas is all about sharing the joy and warmth to the others and your wish will come true!

#### Special Mention (Computer Graphics) 特別嘉許(電腦圖樣)

Zenith Digital Creation Ltd.  
頂峰數碼創作有限公司

[www.zdc.com.hk](http://www.zdc.com.hk)

##### 置地廣場2015聖誕節

聖誕市集中，小男孩遇到因為掉了曲奇而哭泣的小熊，男孩把自己的曲奇送給小熊，然後小熊為了感謝男孩送他一枚金幣。男孩許願後把金幣投進願望機。魔法開始了，願望機內一群聖誕熊為來自世界各地的願望工作，小熊追著男孩投的金幣，確保他的願望順利達成。男孩睡醒了，看見小熊為他準備的禮物，他的願望達到了，聖誕節是一個分享的節日。







HONG KONG  
ICT AWARDS  
2016 香港資訊及  
通訊科技獎

## Best Digital Entertainment (Interaction Design) Gold Award 最佳數碼娛樂(互動設計)金獎

As also : Best Digital Entertainment Special Mention  
(New Start-Up Company)

同時亦是：最佳數碼娛樂  
特別嘉許(新進企業)

IOIO LTD. 十下創作

[www.ioiocreative.com](http://www.ioiocreative.com)

### Gulliver

“Gulliver” offer audiences with a whole-new narrating perspective with miniature. It allows different individuals to communicate their ideas with the mass through their self-created, immersive adventures. Audiences could now explore an interesting “Real World” with VR head-mount display device (HMD) and spherical camera that supports real-time 360° capture of visual-round interaction.



### Gulliver 全景實時歷險

“Gulliver”帶來嶄新的敘事角度。透過袖珍世界，你我均可將自己的想法和訊息和裝置模型融為一體，並化成獨特歷險；觀眾可藉著頭戴式屏幕（HMD）以及360度球體相機的實時記錄功能，體驗趣味盎然的「真實世界」。



### Comments from Judging Panel 評審委員會評語

“Gulliver” can bring users to go into a unique adventure in the world, use Virtual Reality technology into real-life demonstration, is a bold attempt. Production team from all over the world, multimedia production, wearable device development, interactive design, the essence of management activities in various fields gather together, to create a deeper, high-quality sensory experience. Although there are similar products on the market, but the product with some software will have a lot of room for development, a great outlook on teaching, digital entertainment and museum purposes.

“Gulliver”能帶領玩家進入一個獨特的歷險世界，使用虛擬實境技術融入實際生活中，是一種大膽的嘗試。製作團隊來自多媒體製作、研發穿戴式裝置、互動設計、活動管理等各領域的精英，創造出精彩、高質素的感官體驗。雖然市場上有同類型的產品，但這作品優勝之處是只需配合軟件便有更大的發展空間。在教學，數碼娛樂及博物館內均大有用途，市場發展空間很大。





## Best Digital Entertainment (Interaction Design) Silver Award 最佳數碼娛樂(互動設計)銀獎

Market Trend Interactive Solution Ltd.  
創域互動有限公司  
www.market-trend.com.hk

### Ultra Heroes Galaxy Parks - Interactive Theme Park Experience

Ultraman is a classical Japanese superhero comic character. Year of 2015 marked the 50th anniversary commemoration of Ultraman, the organizer wanted to celebrate this big event and arranged a series of activity in Asia. For the theme park, the production team provided different interaction solutions, e.g. interactive games, also furnished Radio Frequency Identification system (RFID) to achieve the following objectives: ticket registration, token sale, game payment and so on, so all participants can enjoy the show in the best interactive experience.



### 鹹蛋超人主題公園 - 互動主題公園體驗

鹹蛋超人是日本的經典超級英雄漫畫角色。適逢2015年是鹹蛋超人的50週年紀念，主辦單位為慶祝這項盛事，並安排這活動在亞洲巡迴演出。製作團隊為今次的鹹蛋超人主題公園提供不同的互動方案，除了互動遊戲外，亦提供全面的射頻識別系統(RFID)，以達成下列目標：售票登記、代幣銷售、遊戲付款等，讓所有參與者得到最佳的互動體驗。

### Comments from Judging Panel 評審委員會評語



"Ultra Heroes Galaxy Parks - Interactive Theme Park Experience" is a fully interactive theme park, including track action games, interactive touch-screen games and other interactive programs to let Ultraman enthusiasts achieve their hero dream and experience how to become a superhero. While the player enters the venue, they only need to carry a Radio-frequency identification (RFID) strap and then can enjoy all interactive games without token; that is a very comfortable arrangement. The production team knows how to catch the trend of market and using technology to let the audiences having a sense of involvement, but in the somatosensory stimulation part, it could be further improved in coming future. Overall, the production is serious and commendable.

「鹹蛋超人主題公園 - 互動主題公園體驗」是一個全互動的主題公園，包括動作追蹤遊戲、互動觸摸屏遊戲和其他的互動方案，使鹹蛋超人的愛好者透過互動遊戲的方式去實現玩家的夢想及體驗如何成為一個超級英雄。從進入會場開始，玩家只需攜帶一條Radio-frequency identification (RFID) 手帶便可免卻使用真實代幣的麻煩，整個設計都非常貼心。製作團隊懂得捕捉潮流，利用科技令觀眾有投入感，但體感刺激仍有改進的地方。整體而言，製作認真，值得嘉許。



## Best Digital Entertainment (Interaction Design) Bronze Award 最佳數碼娛樂(互動設計)銅獎

Wing Lung Bank Ltd.  
永隆銀行有限公司  
www.winglungbank.com

### Wing Lung Bank - iTable

Wing Lung Bank iTable is a customized interactive tool for customers to have a better experience in the branch. Customers can view the bank's promotions on iTable with just a touch screen, the interactive lucky draw game increase the engagement with customers effectively and lead to new sales. It is an outstanding looking table with the use of fiberglass molding; this helps the bank to promote its modern image. iTable facilitates the object recognition technology, hence customers can interact with iTable by using a customized object, such as the special gold coin for the lucky draw game.

### 永隆銀行 iTable

永隆銀行iTable是一個讓客戶體驗互動性的工具。客戶只需輕輕一觸屏幕便可瀏覽推廣資訊，內置的抽獎遊戲更可以提升客戶參與度，從而提高銷售額。iTable使用玻璃纖維制模，具有前衛的外觀，有助銀行推廣新形象。iTable具備物體辨識技術，客戶可以使用一個特別設計的物件(例如抽獎遊戲中的金幣)作為操控物在iTable上進行互動。

### Comments from Judging Panel 評審委員會評語

"Wing Lung Bank - iTable" interact with the iPad, it will uplift the corporate image and sales services. This is a new marketing promotion services to attract more customers making use their sales services and to establish a good relationship and trust between the customers and banking, it will enhance the future development of bank. In addition, iTable make arts from the two-dimensional into three-dimensional world, as Wing Lung Bank wants customers to understand that they are enthusiasm to upgrade their brand name from traditional run into modern. If the production team can add more sensors, allows customers to choose their flavors at the same time, it will enhance customer's interest in the service and obtain a bigger marketing effect.

「永隆銀行iTable」可使iPad與iTable互動，可協助銀行提升企業發展形象及營銷業務。這是一項嶄新的銀行市場推廣服務，可吸引更多客戶入內使用銀行服務及與銀行建立良好的互信關係，有助銀行將來長遠的發展。另外，iTable使藝術由平面變為立體，永隆銀行希望客人感受到他們想將品牌由傳統變為現代的熱忱。如製作團隊能增加更多的感應器，讓客戶同時可將推廣片段放大或縮小至理想的尺寸，提高客人使用的興趣，市場推廣作用將會較大。





# Introduction of Organiser 籌辦組織簡介



The Hong Kong Digital Entertainment Association (HKDEA) was established in 1999 as a non-profit making association comprised of digital entertaining corporations. It is dedicated to the betterment of the local digital entertainment industry.

HKDEA's missions are:

- To promote technology development within the industry in order to deliver internationally competitive products;
- To project a positive image associated with playing video games;
- To facilitate communication and interaction between industries, including toys, entertainment and video games, which are associated with digital entertainment.
- To explore and develop new markets;
- To discourage software piracy; and

The HKDEA was founded during a time when there were relatively few local digital entertainment establishments. It was thus established to provide a mechanism upon which local developers could cooperate to ensure industry-wide prosperity.

Since its establishment, the HKDEA has organised a variety of activities and events including:

- Hong Kong ICT Awards: Best Digital Entertainment Award
- Hong Kong Digital Entertainment Excellence Awards
- Local Promotions
- Seminars and Training
- Conferences
- Overseas Promotions
- HKDEA Web Site building

香港數碼娛樂協會（HKDEA）於1999年成立，是一個由多間數碼娛樂公司所組成的非牟利機構，致力改善本地數碼娛樂公司的營商環境，主要宗旨包括：

- 促進本地數碼娛樂業的技術發展，並製造具有國際競爭力的產品；
- 向大眾推廣電子遊戲的正面觀念；
- 促進數碼娛樂與本地各行各業的溝通聯繫和互動性，包括玩具業、傳統娛樂業等。
- 開拓新市場；
- 杜絕盜版軟件，提倡使用正版軟件的意識；

香港數碼娛樂協會最初是由多間本地數碼娛樂公司所組成，主要目的是提供多元化的合作平台以擴闊營商空間。

自從香港數碼娛樂協會成立後，積極安排各種類型的活動和類別，包括：

- 香港資訊及通訊科技獎：最佳數碼娛樂獎
- 國際會議
- 香港數碼娛樂傑出大獎
- 海外推廣
- 本地推廣
- 香港數碼娛樂協會官方網站
- 研討會及訓練計劃



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# Acknowledgement 鳴謝

## Final Judging Panel 評審委員會

### Chairman of Judging Panel 評審委員會主席

**Prof. Henry MA (Associate Dean (School of Design), The Hong Kong Polytechnic University)**  
馬志輝 教授 (香港理工大學設計學院 副院長)

### Deputy Chairman 副主席

Mrs Janet CHU (Assistant Head, Create Hong Kong, HKSAR Government)  
朱蔡鳴鳳 女士 (香港特別行政區政府創意香港 助理總監)

### Panel Members 評審委員會成員

Mr Adrian KAM (Councillor, Hong Kong Information Technology Federation)  
甘永修 先生 (香港資訊科技商會 委員)

Mr Derrick NGAN (Executive Committee Member, Hong Kong Game Development Association)  
顏昭行 先生 (香港遊戲創作協會 理事)

Mr Orange SEE (Vice-Chairman, Hong Kong Digital Entertainment Association)  
施凌鋒 先生 (香港數碼娛樂協會 副主席)

Mr Ken CHAN (Chairman, Hong Kong Game Development Association)  
陳卓榮 先生 (香港遊戲創作協會 會長)

Mr Philip LEUNG (Executive Committee Member, Internet Society Hong Kong)  
梁光漢 先生 (香港互聯網協會 執行委員)

Mr Kenny YIU (Chairman, Hong Kong Wireless Technology Industry Association)  
姚金鴻 先生 (香港無線科技商會 主席)





# Acknowledgement

## 鳴謝



### Animation & Visual Effects, Entertainment Software and Interaction Design [I Panel of Judges]

#### 電腦動畫及視覺特效、娛樂軟件及互動設計首輪評審委員會

##### Chairman 主席

**Mr Terence WONG (Hong Kong Digital Entertainment Association)**  
黃培達 先生 (香港數碼娛樂協會)

##### Members 成員\*

Mr Jack LAI (Hong Kong Game Industry Association)  
賴漢杰 先生 (香港遊戲產業協會)

Ms Anna KAN (Hong Kong Association of Motion Picture Post Production Professionals)  
靳夢麗 女士 (香港電影後期專業人員協會)

Mr Thomas TANG (Hong Kong Comics and Animation Federation)  
鄧永雄 先生 (香港動漫畫聯會)

Mr Ken CHAN (Hong Kong Game Development Association)  
陳卓榮 先生 (香港數碼娛樂協會)

Mr Chianly SZE (Hong Kong Association of Motion Picture Post Production Professionals)  
施千里 先生 (香港電影後期專業人員協會)



### Animation & Visual Effects II Panel of Judges

#### 電腦動畫及視覺特效二輪評審委員會

##### Chairman 主席

**Mr Orange SEE (Hong Kong Digital Entertainment Association)**  
施凌鋒 先生 (香港數碼娛樂協會)

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Mr Kinson CHEUNG (Animation of SCAD)  
張健聰 先生 (SCAD 香港(動畫))

Mr Eddy HUI (Thei, Vocational Training Council)  
許迅 先生 (職業訓練局香港高等科技教育學院 (設計學院))

Ms Teresa KWONG (Hong Kong Arts Centre)  
鄭珮詩 女士 (香港藝術中心)

Ms Fanny LAM (Create Hong Kong, HKSAR Government)  
林紹坤 女士 (香港特別行政區政府 創意香港)

Mr P. K. WONG (Hong Kong ACM Siggraph Professional Chapter)  
黃百基 先生 (香港電腦圖像專業學會)

Mr Chianly SZE (Hong Kong Association of Motion Picture Post Production Professionals)  
施千里 先生 (香港電影後期專業人員協會)



## Entertainment Software II Panel of Judges 娛樂軟件二輪評審委員會

### Chairman 主席

**Mr Derrick NGAN (Hong Kong Digital Entertainment Association)**  
顏昭行 先生 (香港數碼娛樂協會)

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Mr Kenny YU ((Department of Multimedia and Internet) Vocational Training Council Technology)  
余振傑 先生 (職業訓練局 (多媒體及互聯網科技系))

Ms Jennifer CHAN (Google)  
陳曉瑩 女士 (Google)

Dr Leo C.W. NGAN (School of Continuing and Professional Studies The Chinese University of Hong Kong)  
顏志宏 博士 (香港中文大學專業進修學院)

Mr Jack LAI (Hong Kong Game Industry Association)  
賴漢杰 先生 (香港遊戲產業協會)

## Interaction Design II Panel of Judges 互動設計二輪評審委員會

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**Mr Wallis WONG (Hong Kong Digital Entertainment Association)**  
黃嘉亮 先生 (香港數碼娛樂協會)

### Members 成員\*

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Mr Keith LAM (Dimension+)  
林欣傑 先生 (Dimension+)

Dr Alan LAM (Sengital Limited)  
林曉峰 博士 (Sengital Limited)

Dr Kenny CHOW (The Hong Kong Polytechnic University)  
周嘉年 博士 (香港理工大學)

Mr Ken CHAN (Hong Kong Game Development Association)  
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**APR**

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# Review of Best Digital Entertainment 最佳數碼娛樂大獎回顧

## 2015

3 Fruity Kingdoms  
果寶三國



## 2014

Recreating Master Xu Beihong's Ink Painting Horses  
into 3D Ink Animation - Chinese New Year TV  
Commercial for the Hong Kong Jockey Club

立體及動畫化 徐悲鴻大師 的水墨「駿馬」—  
香港賽馬會甲午馬年新春廣告



## 2006

Moving Music  
移動音樂



## 2007

Creative Kid



# Grand Awards 2006 - 2015

## 2006 - 2015



### 2013

Ocean Park - Thematic



### 2012

Happy Old Man  
童真老人



### 2008

Storm Rider - Clash of Evils  
風雲決



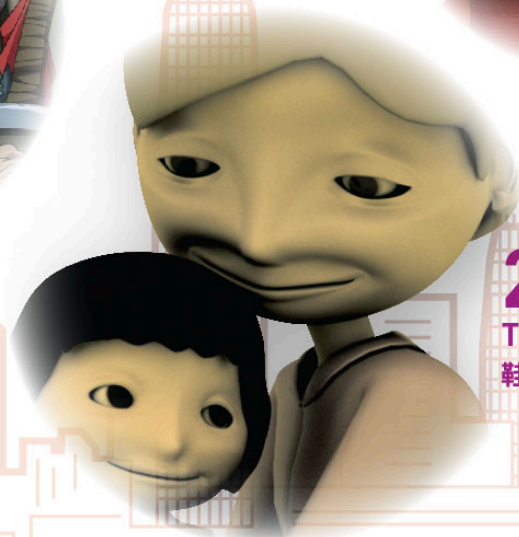
### 2011

Temple Rider  
奇廟單車遊



### 2009

The Shoes  
鞋子







**HONG KONG  
ICT AWARDS  
2016** 香港資訊及  
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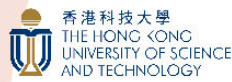
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The Government of the Hong Kong Special Administrative Region  
香港特別行政區 政府資訊科技總監辦公室

**Organiser**  
籌辦組織



**Hong Kong Digital  
Entertainment Association**  
香港數碼娛樂協會

**Supporting Organisations**  
(In Arbitrary Order)  
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