

THE RISE IN VR&AR TECHNOLOGIES

VR&AR 技術新領域

Date 日期 : 15 / 10 / 2016 (Saturday 星期六)
 Time 時間 : 11am – 1pm
 Venue 地點 : Meeting Rooms S426-427, Hong Kong Convention & Exhibition Centre
 香港會議展覽中心 會議室 S426-427
 Language 語言 : English (with simultaneous interpretation service)
 英語 (附即時傳譯服務)
 Remarks 備註 : Free Admission (Please click [HERE](#) to register online)
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Time 時間	Programme 程序表
10:45am – 11am	Registration 登記
11am – 11:03am	Welcoming Remarks by 致歡迎辭 Mr Christopher Tse, Vice Chairman, Electronics and Telecommunications Training Board of VTC; Managing Director, Musical Electronics Ltd 由職業訓練局電子業及電訊業訓練委員會副主席及美好電子有限公司行政總裁 謝鴻強先生
11:03am – 11:08am	Souvenir Presentation by 頒發紀念品予演講嘉賓 Mr Daniel Lam, Senior Exhibitions Manager, Hong Kong Trade Development Council Mr Johnny Yeung, Chairman, Electronics and Telecommunications Training Board of VTC 香港貿易發展局展覽事務高級經理 林國駿先生、職業訓練局電子業及電訊業訓練委員會主席 楊志雄先生
11:08am – 11:10am	Group Photo 代表合照
11:10am – 11:30am	The Trends of AR/VR Industries and Technologies AR/VR 之產業與技術趨勢 Mr Alex Hou, Industry Analyst & Project Manager, IEK, Industrial Technology Research Institute 台灣工業技術研究院 產業經濟與趨勢研究中心侯鈞元先生
11:30am – 11:50am	AR Smart Glass will Change the Users' Habits Worldwide AR Smart Glass 將改變世界用戶習慣 Mr Jordan Cheng, CEO and Founder, Dragon Creative Enterprise Solution Ltd 創龍企業解決方案有限公司創辦人及行政總監 鄭文輝先生
11:50am – 12:10pm	Virtual Reality in Medicine 虛擬實景技術在醫學上的應用 Prof Thomas Choi Kup-Sze, Associate Professor, School of Nursing, The Hong Kong Polytechnic University; Director, Centre for Smart Health, The Hong Kong Polytechnic University 香港理工大學護理學院副教授及香港理工大學智能健康研究中心總監 蔡及時博士
12:10pm – 12:30pm	VR Practical Use in Entertainment Area Mr Fung Tze Cheong, Percy, Production Director, Digital Magic Limited
12:30pm – 12:50pm	Panel Discussion <u>Moderator:</u> Mr Joe Wong, Chief Operating Officer, Sengital Limited 港科研有限公司營運總監 黃志賢先生
12:50pm – 12:55pm	Lucky Draw
1pm	End of Seminar

Organisers 主辦機構:



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。
- The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

ABOUT THE SPEAKER



Mr Alex Hou, Industry Analyst & Project Manager, IEK, Industrial Technology Research Institute (ITRI)

台灣工業技術研究院 產業經濟與趨勢研究中心侯鈞元先生

Alex Hou joined IEK of ITRI as an industry analyst for over more than 12 years. Mainly responsible topics for industry, including smart city , eco city, mobile , networking, wearable , smart machine(AI). Has published more than 100 short analysis articles and 30 lengthy reports written by him have been published. He also made over 50 public presentations.

侯鈞元於 2004 年加入工業技術研究中心產業經濟與趨勢研究中心，擔任產業分析師工作，至今已逾 12 年。主要負責產業包括智慧城市、低碳城市、行動裝置、通訊裝置、穿戴裝置、人工智慧裝置等。已發表超過 100 篇短篇分析文章與 30 篇長篇研究報告，及超過 50 場專題演講。

Presentation Outline

AR / VR development has a long history, but in 2016 has made great progress. Many major manufacturers have launched new products in 2016. AR/VR by a number of vertical application market composition, showing a long tail type market, so the consumer market will not be the only focus of development. AR/VR technology is not yet mature by far, basic technology and application technology have room for growth. Innovative technologies, such as multi-person VR and light field display technology, is one of the forward-looking technical focus How to attract consumers into the virtual world is the focus of the future. This presentation will address the various future trends.

AR/VR 的發展已經有悠久的歷史，但在 2016 年有了長足的進展。許多重要大廠紛紛在 2016 年推出新產品。AR/VR 由眾多垂直應用市場所構成，呈現長尾型市場型態，因此消費市場將不是唯一發展重點。AR/VR 的技術發展也並未完成成熟，基礎技術與應用技術均有成長空間。創新技術，如多人 VR 與光場顯示技術，是前瞻技術焦點之一。因此如何吸引消費者跳入虛擬世界是未來重點，本次演講將針對各種未來趨勢進行說明。



Mr Jordan Cheng, CEO and Founder, Dragon Creative Enterprise Solution Ltd.

創龍企業解決方案有限公司創辦人及行政總監 鄭文輝先生

Dragon Creative Enterprise Solution Limited, founded in 2013, by Mr. Cheng Man Fai, Jordan, also known as "Father of Smart Glass in Hong Kong" and "IT Rising Star", has become a top 5 mobile application development company in Hong Kong. Their core team has accumulated 10+ years practical experience in providing technological solutions. Jordan foreseen all sorts of technology applications in daily lives and their benefits since 2013. Applications such as mobile application, augmented reality application and wearable smart glass development, MAD Gaze had been envisaged great potential in China and global markets.

鄭文輝 (Jordan)，畢業於香港中文大學訊息工程系。於 2013 年創辦創龍企業解決方案有限公司至今短短 4 年已將公司發展成本港五大手機程式應用 (App) 開發公司，被視為業界的明日之星。今年研發的智能眼鏡 MAD Gaze 配合完整的生態系統，勇奪香港 ICT 比賽冠軍及全球大獎，並於全球熱賣造成迴響，成為世界知名的 AR 智能眼鏡品牌。

Presentation Outline

AR smart glass will change the users' habits worldwide

A world-class investment bank predicts, the global AR market will reach USD 150 billion by 2020, and will account for up to USD 120 billion; 90 billion more than the VR market. The reason for AR market becoming larger is AR is valuable to average consumers, not confining to gamers only. Leading companies in the consumer electronics market is competing for applying AR patents, vigorously developing this market. New era born gradually, as if the smartphone era. When the rules change, AR devices and apps will flock to the market.

AR smart glass 將改變世界用戶習慣

世界級投資銀行預測，至 2020 年全球增強現實市場將達 1500 億美元，AR 市場規模將佔大部分比率，高達 1200 億美元，VR 市場規模則僅 300 億美元。報告指出之所以 AR 市場規模大於 VR，是因為虛擬現實技術提供的沉浸式閉環體驗只對遊戲玩家有吸引力，但對普通消費者價值不大。主導電子消費市場的領頭公司亦爭相申請有關 VR/AR 的重要專利及收購技術公司，大力開發 AR 市場。

踏入新時代通常需要一個過程，在最初的幾年，AR 設備不會普及到人手一部的程度，過程就像智慧型手機的出現一樣，一開始只有少數人會購買，但是當市場的『遊戲規則』改變之後，數不清的 AR 裝置及 APP 就會蜂擁而至了。



Prof Thomas Choi Kup-Sze, Associate Professor, School of Nursing, The Hong Kong Polytechnic University

香港理工大學護理學院副教授及香港理工大學智能健康研究中心總監 蔡及時博士

Dr. Choi received his Ph.D. degree in computer science and engineering from The Chinese University of Hong Kong. He is currently an associate professor in the School of Nursing, The Hong Kong Polytechnic University, and the Director of the Centre for Smart Health and the PolyU-Henry G. Leong Mobile Integrative Health Centre. His research interest covers innovative and technological applications in healthcare, with focus on virtual reality and computational intelligence.

蔡博士畢業於香港中文大學計算機科學及工程系，獲博士學位。他現任香港理工大學護理學院副教授，同時兼任智能健康研究中心總監及理大-梁顯利流動結合保健中心總監。他的研究範圍包括醫療保健創新和技術，並致力開發虛擬實境及計算智能的醫學應用。

Presentation Outline

Virtual Reality (VR) is a hot topic nowadays. As the enabling technology advances, many applications have been made available for various purposes, including product design and manufacturing, entertainment and education, just to name a few. Among them, virtual reality applications in medicine are also of great significance for its potential in enhancing the quality of healthcare. In this talk, various medical VR applications will be introduced and the further development will be discussed.

虛擬實境(VR)在近年成爲了時下熱門話題。也有說 2016 年是 VR 元年。隨著技術的進步，VR 設備和系統已經在不同領域中被使用，包括產品設計與製造，娛樂及教育等等。其中，虛擬現實的醫學應用具有重要的意義，它有助提高醫療的質量及水平。這個講座會給大家介紹一些虛擬實境的醫療應用，及討論其未來的發展。



Mr Fung Tze Cheong, Percy, Production Director, Digital Magic Limited

Percy Fung, Director/ producer of Digital Magic production, serving China, Asia and most part of the world.

Produce VR/AR production, 3D/4D stereo and Auto stereo works, large event shows, panorama filming and HDR movies

Percy is an advanced motion imaging system developer, and hold research position in various lab

Adjunct professor with City University of Hong Kong, and Guest Professor with Beijing Academy of Film

Presentation Outline

VR, practical use in Entertainment Arena. Use of VR has been experimental during last 18 months, here I would like to share example of works with quality VR entertainment with sample on TV stories, MTVs, TV commercial works and Live event coverage. Tools and location production gallery will be shared.

Practical demo with Nokia OZO VR camera system and her Post VR workflow will be demonstrated.



Mr Joe Wong, Chief Operating Officer, Sengital Limited

港科研有限公司營運總監 黃志賢先生

Mr. JOE WONG won several Institute of Electrical and Electronics Engineers (IEEE) competitions. Besides, Mr. Wong also got two papers published on World Congress on Intelligent Control and Automation and Int. Conf. on Application and Development of Computer Games respectively in 2004.

Mr. Joe Wong is active in technology and Engineering related field in Hong Kong. He currently is a Vice President (Incubatee) of Technology Incubation Network, which helps serve by providing a network for knowledge, experience and ideas. He also is a Chairman of CUHK Engineering Faculty Alumni Association, being eligible for all graduates of Engineering Faculty, CUHK for membership. On the other hand, he is a member of Committee Member of Hong Kong Electronics & Technologies Association, helps members improve and upgrade their technological and management expertise.

Mr. Wong currently is the Chief Operating Officer in Sengital Limited started from 2009. He started his career in Sengital Limited since 2004. He joined and played a key role in the company when it has first started up. In 2007, Mr. Wong has obtained an US provisional patent for the Conversion of two acceleration vectors to angular velocity for game controller applications with Dr. Hiu Fung Lam, the CEO of Sengital Limited. Mr. Wong leads the team for different R&D projects, technologies and manages the company operation for long.