

## **The cross-industry SmarTone Hackathon returns**

### **Bringing the city's best coding talents to unlock opportunities for the future**

(Hong Kong, 28 September 2018) SmarTone today announced that the second SmarTone Hackathon will be held on 20 - 21 October 2018. Setting the theme “Smart Properties” for the second year, the competition aims at nurturing talents as well as promoting creativity and cross-industry collaboration. The inaugural competition last year received overwhelming response. With a strong comeback, overseas and local software developers, designers and start-ups will work tirelessly and make use of different technology applications to embark upon a journey of smart properties.

SmarTone attaches great importance to the development of technological innovation. This year, the company continues the strategic partnership with leaders across different industries to organise the cross-industry hackathon, including leading property conglomerate Sun Hung Kai Properties (SHKP), data centre solution provider SUNeVision as well as Cyberport as partners, and Microsoft as technology partner. We are also delighted to have Samsung Electronics H.K., Tencent Blockchain, YATA and BeSpark Technologies Engineering Ltd to be our event sponsors.

“We are thrilled to organise the second SmarTone Hackathon this year. The evolution of smart city is gaining traction all over the world, and nurturing talent is vital to sustain long term development. Hong Kong is well known of its creativity, which forges the journey of the city to becoming one of the leading smart cities. SmarTone is committed to fostering the next generations who are passionate about innovative technology, which helps them embrace the world with opportunities and challenges,” said Ms. Anna Yip, CEO of SmarTone.

Under the “Smart Properties” theme, software developers, designers and start-ups will form teams to compete against the “Smart Life” and “Smart Property Management” challenges. By using the APIs provided by Microsoft, teams will be tasked to develop

prototypes which create better and greener living environment to provide advanced work, life, play and shop experiences.

Judges, comprised of industry partners, investors and entrepreneurs, will evaluate each prototype in four judging criteria, including innovation, UX/UI, functionality and technology. Prizes for the three winning teams include a cash prize of HK\$50,000, HK\$30,000 and HK\$20,000 respectively, latest technology gadgets from Microsoft and Samsung, as well as a fast-track interview opportunity for either the Cyberport Creative Micro Fund (CCMF) or the Cyberport Incubation Programme for the chance to receive seed funding. This year, additional awards such as “Best UX/UI” will be presented with the latest computer products.

For more information, please visit [www.smartonehackathon.com](http://www.smartonehackathon.com).



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