寫APP高手，現身吧！

APP TALENT QUEST
徵 英 賽

心繫生活每一程　✻ MTR

L774

懸賞$100,000
徵集港鐵手機新程式

港鐵APP徵英賽，徵集各路寫APP精英，一起開發新手機應用程式，為乘客提供在港鐵旅程中所需的資訊！獎金豐富，總冠軍更可獨得港幣**$100,000**！

立即到www.mtr.com.hk/appcontest 登記參加，寫程式，拼創意！

報名日期：2012年4月23日(00:01)至 2012年6月15日(23:59)

比賽詳情：

1. 比賽

1. 公開組（本地及香港以外地區）
   開放予所有本地及香港以外地區公眾參加。公開組將不接受以公司名義參賽。

2. 大專組（本地）
   開放予所有本地大專院校之全日制學生參加。若參加者已參加公開組，不能同時參加大專組。

3. 大專組（香港以外地區）
   開放予香港以外地區的大專院校之全日制學生參加。若參加者已參加公開組，不能同時參加海外大專組。

備註：參加者可以個人或不多於3人的組別形式參賽。

2. 設計題材

內容必須與港鐵服務有關，參賽者可利用由大會提供的資料或經由自己整理的數據，以提升乘客在港鐵旅程中所需資訊為大前提開發新程式，內容可參考以下六項，可單一或合併任何以下範疇編寫程式：

a. 港鐵鐵路服務或 深圳地鐵龍華綫資訊
b. 港鐵站商店(MTR Shops) 及港鐵商場(MTR Malls)
c. 港鐵藝術
d. 機場快綫或遊客資訊
e. 共建社區
f. 其他

3. 軟件平台

a. iOS 5.0 或以上
b. Android 2.3 或以上

4. 參賽作品規格及遞交方法

參賽者可經網上報名及提交參賽作品。當完成網上報名後，參賽者將收到一組FTP登入帳號。參賽者需於2012年7月30日香港時間23:59(國際標準時間+8)或之前，把所有與比賽相關的檔案上載。遞交作品時間會以伺服器記錄之時間作準，任何遲交的理由均不予受理。

參賽者需遞交下列之檔案及文件：
1. 最終作品：已完成的程式（iOS：ipa 格式 / Android：apk 格式），及相關執行所需的檔案及原始檔案，包括原始碼、表頭檔、程式庫檔案、圖檔、數據檔案或其他編譯時用到相關的檔案、方法或 /及指令行。如果遞交的是安裝檔，不必經由數位簽署。
2. 作品簡介：以文字簡介解釋創作意念（中文：不多於300字/英文：不多於500字）及三幅作品版面。
3. 示範短片：不多於10分鐘示範應用程式。

5. 重要日程 （以香港時間為準）

日期	事項
23/4/2012	開始接受報名
15/6/2012	截止報名
30/7/2012	截止遞交作品
9/8/2012	初選
7/9/2012	入圍者簡介作品及決賽#
4/10/2012	公佈結果及頒獎典禮

豐厚獎金　一APP成名

所有參賽作品均有機會被港鐵徵用為官方程式，成為百萬乘客的至愛APP，設有總冠軍一名，由三大組別金獎競逐選出，得主可再贏得港幣$100,000獎金！高手，速速出手！

總冠軍：港幣$100,000

三大組別各設金、銀、銅及優異獎一名^

金獎：港幣$15,000禮券
銀獎：港幣$8,000禮券
銅獎：港幣$4,000禮券
優異獎：優異獎證書

每位參賽者均獲贈證書一張。

\# 港鐵公司將邀請本地及海外入圍參賽者在香港參加決賽，在海外的參賽者可選擇自費到香港介紹作品，或拍攝短片簡介作品(詳情屆時通知)。

^ 香港以外地區大專組金獎得主將獲港鐵公司邀請參加頒獎典禮，及提供旅費津貼，以港幣$30,000為上限，最多2位，每位不多於港幣$15,000。

評審方法

1. 評審準則

B 創意(30%)

內容(30%) A
簡便程度、能否提升公眾對港鐵公司的了解等。

C 功能及技術應用(30%)
介面設計、執行的流暢度、使用的簡易度等。

D 提案表現(10%)

2. 入圍作品簡介及評審

經評審後入圍的參賽者，會獲邀於9月7日親身向評判簡介自己的作品，限時20分鐘，席上安排問答問環節讓評判對作品加深認識，最後選出各獎項得主。

評判名單

初選

1. 張梓昌博士
   香港生產力促進局資訊科技業發展部首席顧問
2. 趙志洋先生
   香港無線科技商會名譽主席及創辦人
3. 曾昭成先生
   港鐵公司總資訊系統服務經理
4. 陳玉芝小姐
   港鐵公司高級經理-銷售及市務

決賽

1. 劉嘉敏先生
   香港電腦學會會長
2. 譚偉豪博士
   資訊科技界別立法會議員
3. 賴錫璋先生
   資深資訊科技專業人士
4. 鄭經翰先生
   香港數碼廣播有限公司創辦人及台長
5. 吳傑莊博士
   高鋒創投創辦人及主席
6. 韋達誠先生
   港鐵公司行政總裁
7. 楊美珍小姐
   港鐵公司商務總監
8. 孫耀達先生
   港鐵公司資訊科技主管

知識產權事項

1. 參賽者必須使用合法軟件或工具為作品編寫程式。
2. 參賽者必須擁有參賽作品的知識產權及版權。
3. 所有參賽作品必須為原創作品，從未在互聯網或以其他方式發放，並從未參加過其他比賽，參賽者必須確保作品沒有侵犯他人權利，包括版權。
4. 如參賽作品中使用的音樂或圖像是由第三方擁有，則須得到有關版權持有者的授予使用權，參賽者必須釐清及申報，並於遞交作品時附上證明文件。
5. 參賽者同意授予港鐵公司免版稅使用作品的權利，包括裝貼、編輯、複製、發佈、分發或重新製作他們的作品、照片、短片或數據，並可於各式宣傳中引述參賽者的名稱。
6. 參賽者將繼續擁有應用程式的知識產權，惟除非得到港鐵公司的書面授權，港鐵公司已註冊或受知識產權保護的資產將不包括在內。所有參賽者完成報名手續即授權港鐵公司，即使未經參賽者同意，亦可無償採用、修改、編輯、複製、發佈、分發及展示作品或任何其他用途。
7. 註冊或受知識產權保護的港鐵資產，包括但不限於港鐵公司的名字、子品牌、商標、地圖、路線、指示牌、符號及任何與港鐵有關的項目。
8. 參賽者必須保障港鐵公司免除於侵犯知識產權上的一切損失，否則當中牽涉的費用、責任和所有損害，須由參賽者賠償。

條款及細則

1. 參賽者提交作品的數目不設上限。
2. 參賽者不能在正式結果公佈前，將應用程式提供予公眾下載。
3. 參賽作品的任何損失，延遲或傳送失誤，港鐵恕不負責。
4. 所有有關是次比賽的資料只會作單次使用，並於比賽完成後立即銷毀。
5. 所有作品將不會被退回。
6. 若沒有參賽作品勝出，港鐵公司將保留不頒發獎項的權利。
7. 港鐵公司保留變更和修改條款及細則的最終決定權。
8. 比賽結果由港鐵公司擁有最終決定權。
9. 港鐵公司與香港電腦學會、及其廣告或宣傳公司的員工及員工之直系親屬，以及獲聘為港鐵公司開發應用程式的機構、公司或人仕均不能參加是次比賽。
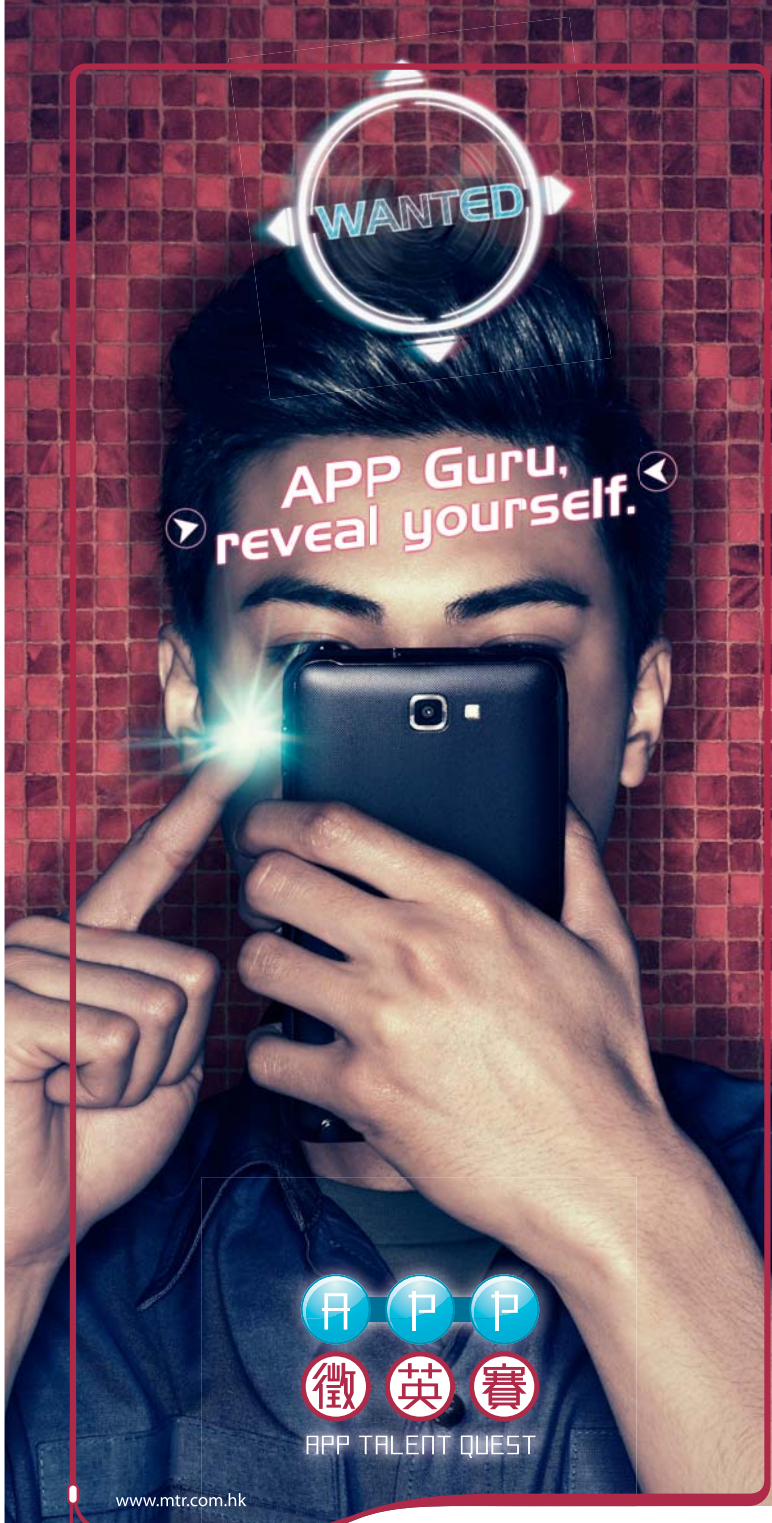10. 參賽者需同意所有條款及細則。

主辦機構　✻ MTR
合作伙伴　香港電腦學會

查詢請聯絡香港電腦學會
電話：(852) 2834 2228
電郵：project@hkcs.org.hk

Create a brilliant new MTR APP and win HK$100,000

The MTR APP Talent Quest aims to recruit the best talents to create new MTR software applications to enhance passengers' travelling experience in Hong Kong. The grand prize winner will receive **HK$100,000**.

Enrol now at:
www.mtr.com.hk/appcontest-eng

Enrolment period: 23 April 2012 (00:01) to
15 June 2012 (23:59)

CONTEST DETAILS

1. Contest Groupings

1. Open Group (Local and areas outside Hong Kong)
   Open to general public in Hong Kong and Overseas. Entry submitted by companies will not be accepted for Open Group.

2. Tertiary Group (Local)
   Open to local full-time tertiary students. Contestants who submit entries for the Open Group are not allowed to participate in this group.

3. Tertiary Group (Areas outside Hong Kong)
   Open to full-time tertiary students in areas outside Hong Kong. Contestants who submit entries for the Open Group is not allowed to participate in this group.

Remarks: Entries can be submitted individually or by a group of no more than 3 people.

APP TALENT QUEST
徵 英 賽

www.mtr.com.hk

caring for life's journeys MTR

2. Design Theme

Contestants can create the applications related to any MTR area with data provided by MTR or gathered at independently.
Your submission can be based on any one or combination of the following:

a. Service information regarding MTR in Hong Kong or Shenzhen Metro Longhua Line in Shenzhen
b. MTR Shops and MTR Malls
c. Art in Station
d. Airport Express and/or tourist information
e. Building Community
f. Other ideas

3. Software Platform

a. iOS 5.0 or above
b. Android 2.3 or above

4. Submission Specification and Enrolment

Enrolment and work submission can be made online. Contestants will be given a FTP log-in account name and password upon the completion of online enrolment. Contestants will be required to submit all related contents to the FTP on or before 30 July 2012, at 23:59 Hong Kong time(GMT+8). Submission time will be recorded by the server; any late submission will not be accepted.

Contestants should submit the following files and documents:

1. Final Entry: a compile program (ipa file for iPhone or apk file for Android) with any related files and source files necessary for execution including source codes, header files, library files, graphics, data files and other related files, methods or commands used for compilation. If the submission is an installation file, it is not required to have digitally signed.

2. Work description: a text description of no more than 300 characters in Chinese or 500 words in English for concept elaboration and three presentative screen shots.

3. Video demo: no more than 10 minutes for APP demonstration.

5. Timetable (Hong Kong time)

23/4/2012	Call for Enrolment
15/6/2012	Closing Date for Enrolment
30/7/2012	Entry Submission Deadline
9/8/2012	First Round Selection
7/9/2012	Final Judging#
4/10/2012	Result Announcement and Award Presentation Ceremony

FAME AND FORTUNE AWAIT YOU

Your submission will stand a chance to be selected, developed, recognized and used by millions of MTR customers. There will be one gold winner from each contest group, from among which one grand prize winner will be selected to win the grand prize of HK$100,000. App gurus and talents, come forward now.

Grand prize: HK$100,000

Each group: one gold, silver, bronze and merit winner^

Gold: HK$15,000 cash coupon
Silver: HK$8,000 cash coupon
Bronze: HK$4,000 cash coupon
Merit: Certificate of Merit

Each entrant will receive a Certificate of Participation.

\# All finalists, local or overseas, will be invited to attend the final judging session at their own expense in Hong Kong. Alternatively, they can submit a recorded video presentation. (Arrangement will be confirmed)

^ The gold winner of the Tertiary Group areas outside Hong Kong will be invited to attend award ceremony in Hong Kong at their own expenses. MTR will offer a travel allowance of HK$30,000 in total, HK$15,000 each for a maximum of 2 persons.

Judging

1. Assessment Criteria

   B Creativity(30%)
   Content (30%) A — Enhance passenger experience, enhance MTR's bonding with community
   C Functionality and Use of Technology(30%) Interface design, smoothness of operation, user-friendliness
   D Presentation (10%)

2. Finalists Presentation and Judging
   Finalists will be invited to attend and give presentation at the final judging on 7 September 2012. Each presentation slot will be 20 minutes including a question and answer session for further understanding of entries.

Panel of Judges

First Round Selection

1. Dr. Lawrence Cheung Chi-chong
   Principal Consultant, IT Industry Development, Hong Kong Productivity Council

2. Mr. John Chiu Chi-yeung
   Honorary Chairman and Founder of Hong Kong Wireless Technology Industry Association

3. Mr. Alvin Tsang Chiu-shing
   Chief Information System Services Manager, MTR Corporation

4. Ms. Doris Chan Yuk-che
   Senior Manager — Sales & Marketing, MTR Corporation

Final Judging

1. Mr. Stephen Lau Ka-men
   President, Hong Kong Computer Society

2. Dr. Samson Tam Wai-ho
   Member of Legislative Council (Information Technology)

3. Mr. Daniel Lai
   Seasoned IT Professional

4. Mr. Albert Cheng Jing-han
   Founder, President & Editor-in-Chief, Digital Broadcasting Corporation Hong Kong Limited

5. Dr. Johnny Ng Kit-chong
   Founder and Chairman, Goldford Venture

6. Mr. Jay Herbert Walder
   Chief Executive Officer, MTR Corporation

7. Ms. Jeny Yeung Mei-chun
   Commercial Director, MTR Corporation

8. Mr. Ted Suen Yiu-tat
   Head of Information Technology, MTR Corporation

Intellectual Property

1. All contestants must use legal software and tools for application design and development.
2. Contestants must own the intellectual property right and copyright of the entry and application.
3. All entries must be original, never having been released online or offline, or submitted to other contests. All entries must not infringe on rights and copyrights of any individual or entity.
4. If music and graphics from third party are used in an entry, copyright of such music and graphics must have been cleared and granted by the copyright owner to the contestant for use in the entry. Related documents must be declared and submitted with the entry.
5. Contestants entering the contest have agreed to grant MTR royalty–free rights to post, edit, duplicate, release, distribute or re-produce their work, photos or videos and publicise the names of contestants through media or events online and offline at MTR's discretion.
6. Contestants will continue to own any applicable intellectual property rights in the application, with the exception of any registered or protected MTR intellectual property incorporated into the application, unless a written authorization is issued by MTR. Upon enrolment, all contestants agree to grant MTR the right to use, amend, edit, duplicate, release, distribute, display or make available the entries for any purpose without prior consent from or payment of copyright fee to the contestants.
7. Registered or protected MTR intellectual property includes, but is not limited to, MTR's names, sub-brands, logos, maps, routes, signage, symbols and all other materials associated with MTR.
8. Contestants shall keep MTR fully indemnified against any loss, cost, liabilities and damages arising from or in connection with the infringement of intellectual property right.

Terms & Conditions

1. Contestants can submit any number of entries as they wish.
2. Contestants are not allowed to post the applications for public download before the official result announcement.
3. MTR is not liable for any loss, delay or failure in transmission relay of the entries.
4. All information collected for this contest is solely for the purpose of contest processing only. All information collected will be destroyed upon completion of the contest.
5. All submission will not be returned.
6. MTR reserves the right of suspending all awards if no suitable winning entry is received.
7. MTR reserves the right and final decision to change and amend the terms and conditions.
8. The final decision on the contest result will be at MTR's sole discretion.
9. Staff members and immediate family member of MTR and Hong Kong Computer Society, their advertising and promotional agencies, the immediate family members of such staff members, and the MTR's APP development partners, are not eligible to enter the contest.
10. By entering to this contest, contestants agree to the above terms and conditions.

Organizing Corporation Co-op partner

MTR COMPUTER Hong Kong Computer Society

For enquiry, please contact Hong Kong Computer Society
Tel：(852) 2834 2228
Email：project@hkcs.org.hk