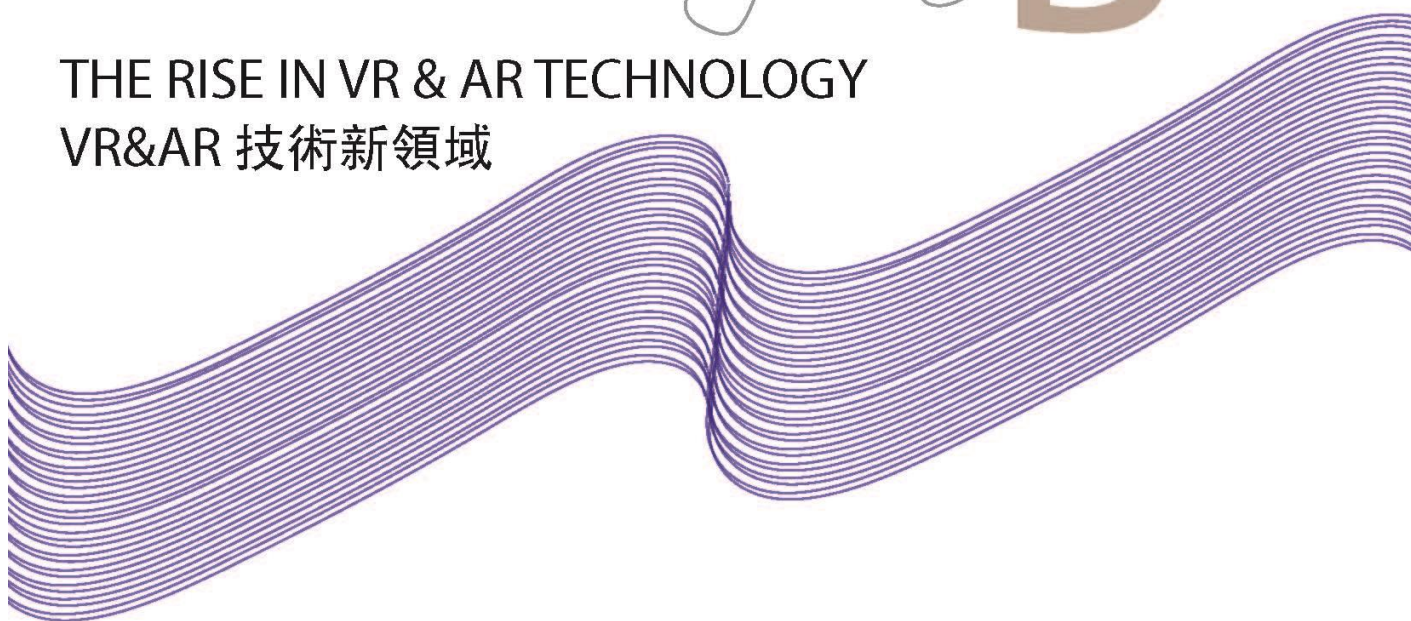# THE RISE IN VR & AR TECHNOLOGY
VR&AR 技術新領域

Date: 15 October 2016 (Saturday)
Time: 11:00 a.m. (Registration starts at 10:45 am)
Venue: Meeting Rooms S426-427
Hong Kong Convention and Exhibition Centre
1 Expo Drive, Wan Chai, Hong Kong

Co-organizers:

Hong Kong Trade Development Council   Messe Munchen International (MMI) Asia Pte Ltd.   The Hong Kong Electronic Industries Association   Vocational Training Council

VOCATIONAL TRAINING COUNCIL
ELECTRONICS AND TELECOMMUNICATIONS TRAINING BOARD
Technology and Application Seminar on
The Rise in VR & AR Technology
VR & AR 技術新領域

About Vocational Training Council

Established in 1982, the Vocational Training Council (VTC) is the largest vocational education, training and professional development group in Hong Kong. VTC provides valuable credentials for some 250 000 students each year through a full range of pre-employment and in-service programmes with internationally recognised qualifications.

The Electronics and Telecommunications Training Board (ECTB) is established under the VTC to ascertain the manpower needs of the various industries they represent, and to recommend manpower initiatives to meet the needs.

Aiming to update the in-service personnel of the various sectors of the electronics industry on the latest developments of VR & AR technologies and applications, ECTB, Hong Kong Trade Development Council (HKTDC), Messe Munchen International (MMI) Asia Pte Ltd. and The Hong Kong Electronic Industries Association (HKEIA) organize a joint technology and application seminar on "**The Rise in VR & AR Technology**" during the Hong Kong Electronics Fair 2016 (Autumn Edition). Three distinguished speakers are invited to deliver talks on the following areas related to the theme of the seminar:

1. **The Trends of AR/ VR Industries and Technologies;**
2. **AR smart glass will change the users' habits worldwide; and**
3. **Virtual Reality in Medicine.**

After the talks, there is a "Panel Discussion" Session for the audience to share their views and experience on the theme of the seminar.   At the end of the seminar, there will be a "Lucky-draw".

<u>Time</u>	<u>Programme</u>	<u>Speaker</u>
10:45 - 11:00 a.m.	**Registration**	
11:00 – 11:03 a.m.	**Welcome and Introduction**	**Mr Christopher TSE Hung-keung** Vice Chairman, Electronics and Telecommunications Training Board of VTC; Managing Director, Musical Electronics Ltd
11:03 – 11:05 a.m.	**Group Photo and Souvenir Presentation**	**Mr Johnny YEUNG Chi-hung, MH** Chairman, Electronics and Telecommunications Training Board of VTC
11:05 – 11:25 a.m.	**The Trends of AR/VR Industries and Technologies** Innovative technologies, such as multi-person VR and light field display technology, is one of the forward-looking technical focus and the ways to attract consumers into the virtual world is also the focus of the future. This presentation will address the various future trends.	**Mr Alex HOU** Industry Analyst & Project Manager, Industrial Economics and Knowledge Centre (IEK), Industrial Technology Research Institute (ITRI), Taiwan
11:25 – 11:45 a.m.	**AR smart glass will change the users' habits worldwide** The AR market is expanding as AR is valuable to average consumers, not only confining to gamers. Leading companies in the consumer electronics market is competing for applying AR patents. This market is vigorously developing.	**Mr Jordan CHENG** CEO and Founder, Dragon Creative Enterprise Solution Ltd
11:45 a.m. – 12:05 p.m.	**Virtual Reality in Medicine** Virtual reality applications in medicine are of great significance for its potential in enhancing the quality of healthcare. In this talk, various medical VR applications will be introduced and further development will be discussed.	**Dr Thomas CHOI Kup-sze** Associate Professor, School of Nursing Director, Centre for Smart Health The Hong Kong Polytechnic University
12:05 – 12:20 p.m.	**VR Demonstration**	
12:20 - 12:45 p.m.	**Panel Discussion**	**Moderator: Mr Joe WONG** Chief Operation Officer, Sengital Ltd
1:00 p.m.	**End of Seminar**	

Bibliography of Guest Speakers

Mr Alex HOU   *Industry Analyst & Project Manager, Industrial Economics and Knowledge Centre (IEK), Industrial Technology Research Institute (ITRI), Taiwan*

Mr Hou joined Industrial Economics and Knowledge Centre (IEK) of Industrial Technology Research Institute (ITRI) as an industry analyst for over more than 12 years.   His research topics include smart city, eco city, mobile, networking, wearable, smart machine (AI).   He has published more than 100 short analysis articles and 30 lengthy reports have been published.   He also made over 50 public presentations.

Mr Jordan CHENG   *Chief Executive Officer and Founder of Dragon Creative Enterprise Solution Ltd.*

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".   His company has become a top 5 mobile application development company in Hong Kong.   Their core team has accumulated more than 10 years of practical experience in providing technological solutions.   Jordan anticipates 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, i.e. MAD Gaze had been envisaged great potential in China and global markets.

Dr CHOI Kup-sze, Thomas   *Associate Professor, School of Nursing, The Hong Kong Polytechnic University*
Director, Centre for Smart Health, The Hong Kong Polytechnic University

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.

The Seminar is supported by: (In alphabetical order)

Electronics Division of
The Hong Kong Institution of Engineers

Hong Kong Association of
Interactive Marketing

Hong Kong Electronics Industry Council

Hong Kong Electronics & Technologies
Association

Hong Kong Productivity Council

The Hong Kong Wireless Technology
Industry Association

The Chamber of Hong Kong
Computer Industry

The Chinese Manufacturers' Association
of Hong Kong