



2010

# 香港電子業商會 創新科技產品獎

HKEIA Award for Outstanding Innovation  
& Technology Products

Organizer  
主辦單位:



Co-Organizer  
協辦單位:



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## 簡介 Introduction

香港電子業商會和香港貿易發展局將於本年10月13-16日的香港秋季電子產品展和國際電子組件及生產技術展覽會期間舉辦每年一屆的創新科技產品獎比賽。今年獎項已踏入第12屆，每年的得獎產品都會在不同途徑展示，如各大型國際電子貿易展覽會、香港電子業商會及協辦單位的網頁及媒體上刊載有關獎項資料。

The Hong Kong Electronic Industries Association (HKEIA), together with the Hong Kong Trade Development Council (HKTDC), organizer of the Hong Kong Electronics Fair (Autumn Edition) and electronicAsia, are organizing the annual product competition for exhibitors at the above fairs held on 13-16 October 2010. The HKEIA Award for Outstanding Innovation & Technology Products had been organized for 12 years. Winners of the Award will be benefited from the promotion campaigns launched by the HKEIA and its supporters which include displaying the winning products at major international electronics trade fairs, advertising and publicity in major newspapers, magazines and websites.

## 宗旨 Objective

香港電子業商會創新科技產品獎，旨在推廣出色的創新科技產品；促進電子同業提高產品設計及創作水平；以及對在產品設計、技術等方面有優異表現的公司作出肯定與獎勵。

The HKEIA Award for Outstanding Innovation & Technology Products is established to promote the image of outstanding innovation and technology products; stimulate more creativeness within the electronics industry and recognize and reward companies producing new products in areas of design and technology.

## 參賽資格 Eligibility

香港電子業商會創新科技產品獎的參加者必須為本屆香港電子產品展和國際電子組件及生產技術展覽會的參展商，參賽費用全免。提交之產品應是近年的新設計。政府部門 / 機構不可參加香港電子業商會創新科技獎。資助機構或非政府部門法定機構（例如大學）則不在此限。主辦機構保留對產品或公司之參賽資格的最後決定權。

The HKEIA Award for Outstanding Innovation & Technology Products is exclusively open for all exhibitors of the Hong Kong Electronics Fair (Autumn Edition) and electronicAsia 2010 held at the Hong Kong Convention and Exhibition Center. Cost of entry is **FREE**. Products submitted must be newly and / or in recent years designed. The Award will not be open to departments / agencies of the HKSAR Government. The restriction however does not cover public-funded or non-governmental statutory institutions (like universities). The Organizers reserves the right to make the final decision on the eligibility of entrants.

## 參賽組別 Product Categories

1. 消費電子產品
2. 手提電子產品
3. 工業電子產品(零部件及配件)

1. Consumer Electronics
2. Portable Electronics
3. Industrial Electronics (Parts & Components)

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## 評審準則及甄選 Judging Criteria & Assessment

評審準則包括：

- 設計（外觀/功能）
- 創意
- 品質
- 環保概念
- 市場價值
- 功能之實際用途
- 包裝設計

以上評審準則僅供參考，次序並非按重要性排列。其他評審準則，例如價格、市場佔有率、使用方便程度、社會貢獻等等，如適用時，亦被考慮。

評審委員會成員主要由獨立的第三者組成，包括大學教授，公營機構代表及獨立商界人士。

所有參賽產品將被評審委員會甄選出入圍產品，評審委員將於10月13日到各入圍參賽展位進行實地評審，屆時參賽單位須委派代表講解或進行產品示範。每個參賽組別均設金、銀、銅獎，從中再選取「香港電子業商會創新科技產品獎全場大獎」。

Followings are the primary factors for assessment:

- Design (Esthetic/Functional)
- Innovation
- Quality
- Environmental
- Marketability
- Usefulness of functions
- Packaging

The above judging criteria are provided for reference only and do not follow in the order of importance. Other criteria such as price, market shares, user-friendliness, contribution to society etc. will also be considered where appropriate.

The judging panel is formed by leading academics, industry stakeholders and industrialists.

A preliminary screening will be conducted in early October.

The Judging Panel will visit the finalists' booth on 13 October, those finalists are required to explain and demonstrate the product(s) to judges. Gold, silver and bronze awards for each category will be selected. The judging panel will then select the one considered to be the best and recommend it as the 'Grand Award'.

## 參賽規則 Rules & Regulations

如參賽者提供錯誤、不全或失實的資料，主辦機構有權取消該產品的參賽資格及獎項。

主辦機構有絕對酌情權修改評審規則和準則。主辦機構亦有權收回或撤銷任何準備頒發或已頒發的獎項而不需提供理由。

主辦機構及評審委員會擁有最終決定，一切有關事宜均具約束力。參賽公司提交報名表，等於表示同意遵守主辦機構及評審委員會所作的一切決定。

主辦機構 / 評判不須向參賽者或其他人透露 / 解釋產品評選之詳情及勝出或落選的理由。

主辦機構可自行對參加的產品進行技術及使用測試。測試或會引致產品受損壞，主辦機構概不負責賠償責任。

在任何情況下，主辦機構對參賽產品的遺失或損壞，亦不負責賠償責任。

主辦機構擁有保存、展覽及宣傳參賽產品之權利。

If entrants provide false information or fail to provide sufficient or genuine information, it may result in the disqualification of that entry product and the granted awards.

The Organizers at its sole discretion reserves all the rights to modify the rules and criteria of the awards. The Organizer also reserves the right to withdraw, or revoke any award that has been made or presented without giving reason(s).

All decisions made by the Organizer and the judges are final and binding in all respects in all matters relating to the HKEIA Award for Outstanding Innovation & Technology Products. Applicants, having submitted an entry, agree to abide by the rules and whatever decisions made by the Organizer and the judging panel. The Organizer / judges will not provide details / reasons relating to the judging of the products to entrants or any other people.

The Organizer may carry out its own technical and operational evaluation. Such evaluation may result in damage of the product and the Organizer will bear no liability for it.

The Organizer will also bear no liability for any loss or damage of any kind whatsoever of any product.

The Organizer reserves the right to retain, exhibit and publicize the entry products at its discretion.

## 報名手續 Application Procedures

凡有意提交產品參加比賽的單位，須填妥報名表，於2010年9月21日（星期二）下午5時前提交至香港電子業商會。

每單位參賽產品數量上限三份，但每一款參賽產品或每一系列的产品需單獨填報一份參賽報名表。

報名表上填報的產品資料，將作評估產品參考之用。填報的資料越詳細越有利。

Companies wishing to enter the competition should complete the entry form and return it to the Hong Kong Electronic Industries Association no later than 5:00p.m. on 21 September 2010 (Tuesday).

Applicants may submit no more than 3 products. However, separate entry forms should be used for each product or each line of products.

Information supplied by the applicant will be taken into account by the judges when assessing the merit of the product. It is in the applicant's interest to provide as much detailed information as possible.