

Press Release

“J2ME Open 2003” Award Presentation Ceremony Recognizes Local Talents in Mobile Applications

More than 300 applications with overall high standards were received for the ‘J2ME Open 2003’, reflecting a growing interest and huge potential among local mobile data application developers. Jointly organized by the Hong Kong Productivity Council (HKPC) and Hong Kong Wireless Technology Industry Association (WTIA), the ‘J2ME Open 2003’ was launched in November 2002 with the objective of promoting local mobile applications development and to reinforce Hong Kong’s leading position in the Asian mobile telecommunications market.

Sponsored by Hutchison Telecommunications (Hong Kong) Limited, Motorola Asia Pacific Limited and Sun Microsystems of California Limited, the contest is also Hong Kong’s first colour J2ME™ application design initiative to promote the development of mobile applications on J2ME™ platforms.

Speaking at the award ceremony today (27 March 2003), Dr. Stephen Lee, Director (Environment & Product Innovation), HKPC said, “An overwhelming response was received for this year’s contest with 70% of the entries competing in the ‘Infotainment’ category and 30% in the ‘Enterprise Solutions’ category. We are pleased to see that the winning applications were able to demonstrate the full capabilities of the J2ME™ mobile data application software.”

“HKPC is committed to enhancing the capabilities of local information technology developers and we will continue to support the advancement of the J2ME™ based platform to create further business opportunities for the local software and communications industries,” Dr. Lee added.

Mr. Michael Kan, Executive Director, Hong Kong Wireless Technology Industry Association said, “J2ME™ is one of the major platforms leading the future technological development of the mobile communications industry. Response to the contest has shown that an enormous pool of local talent for software application design exists with capabilities for developing various J2ME™ applications. With the majority of entries being for infotainment, it is clear that Hong Kong’s software industry has vast potential for further growth and development in this field.”

Mr. Eden Lau, Director of Marketing, Hutchison Telecommunications (Hong Kong) Limited said, “The participants for the “J2ME Open 2003” have demonstrated a thorough understanding of the local mobile market and effectively applied J2ME™ technology in the provision of innovative infotainment and corporate applications. As the largest mobile operator in Hong Kong, Hutchison Telecom has been leading the development of local wireless data market with advanced mobile technology. In 2001, we have pioneered the “Orange Info Centre” with J2ME™ and GPRS

technology, offering mobile users a variety of instant information. With the availability of more colour J2ME™handsets, we are providing users with over 100 choices of Java games. Hutchison Telecom will continue to cooperate with different content providers and develop creative J2ME™applications, leading Hong Kong to stay at the forefront of the mobile multimedia arena."

Mr. Cedric So, General Manager of Motorola Asia Pacific Ltd., Personal Communications Sector, Hong Kong said, "An almost 50% increase in the total number of entries to the Color J2ME Open Contest 2003 over the last Black & White Contest reflects not only the immense lure of color Java software, but also the fact that more specialists in Hong Kong are mastering the technology. As the popularity of Java-enabled handsets grows, more people are making fuller utilization of the versatility of J2ME software for enhanced functionality, entertainment and fun."

"Motorola as the world's leading developer of J2ME™handsets fully supports the further development of Java-enabled 2.5G and 3G handsets by bringing locally developed software to the world arena. Through global alliances and regional projects, Motorola is committed to bringing even more J2ME™functions and features to different corners of the world, thereby driving their lifestyle and cultural developments and, more importantly, creating opportunities for budding software designers."

Mr. Albert Cheung, Marketing Director, Global Sales Operations, Sun Microsystems of California Limited said, "I am very glad to see a larger proportion of enterprise applications submitted this year, focusing on improving productivity and workflow, which are all of a very high standard. The Java platform is the foundation for smart web and networked services. Its openness and flexibility will continue to play an important role in enabling end-to-end enterprise applications."

'J2ME Open 2003' is supported by the Office of the Telecommunications Authority, Hong Kong Computer Society, Hong Kong Digital Entertainment Association, Hong Kong Information Technology Federation, Information & Software Industry Association, The British Computer Society – Hong Kong Section, and The Hong Kong Institution of Engineers – Electronics Division.

For details of the winning teams and their applications, please refer to the attached fact-sheet.

About HKPC

The Hong Kong Productivity Council (HKPC) is a multi-disciplinary organization established by Statute in 1967. Its mission is to promote productivity excellence through the provision of integrated support across the value chain to innovative and growth oriented Hong Kong firms, in order to achieve a more effective utilization of resources, to enhance the value added content of products and services, and to increase international competitiveness. For more information, please visit the HKPC website at <http://www.hkpc.org>

About WTIA

Hong Kong Wireless Technology Industry Association (WTIA), a not-for-profit corporation registered in Hong Kong, was established in 2001. Our objectives are to represent and safeguard the interests and opinions of the wireless technology to the Government and other international parties; promote the development, usage and awareness of wireless technology applications in Hong Kong; enhance communication and partnership between different types of companies in the wireless technology industry; advance the professional standards of software and hardware development in wireless technology application. Currently, WTIA has over 100 local and overseas members, including mobile network operators, mobile device manufacturers, wireless technology providers, system integrators, wireless application services developers, consultancy firms, etc. For more information, please visit the WTIA website at <http://www.hkwtia.org>

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