

香港工商業獎

2016
HONG KONG
AWARDS FOR
INDUSTRIES



2016

消費產品設計 CONSUMER PRODUCT DESIGN



香港工業總會
Federation of
Hong Kong
Industries



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主辦機構
Organizer



技術顧問
Technical Adviser



香港標準及檢定中心
Hong Kong Standards
and Testing Centre

主席獻辭 | Message from the Chairman



鄭文聰教授, MH, JP

香港工業總會主席

Prof Daniel M Cheng, MH, JP

Chairman, Federation of Hong Kong Industries

「香港工商業獎－消費產品設計類別」自2005年設立以來，一直備受工商界認同。獎項的目的是促進產品設計，肯定產品設計對香港工業的重要性，以及鼓勵本港企業家提高產品設計水平及促進產品研究與發展。每年，參賽作品的設計水平不斷提升，近年參賽者更在作品中加入智能科技應用等創新元素，令產品集創意、實用性和吸引力於一身，更能滿足現今消費者的要求。

今年，獎項共收到74份參賽作品，當中以電子產品、電器及家品類別為主。逾九成的作品來自中小企，可見中小企正加快升級轉型的步伐，積極開發更多創意產品以提升競爭力，我為此感到非常鼓舞。

在當今這個求變、求新的年代，消費者比以往更重視產品的創意價值和科技應用，但這同時為企業帶來無限契機。我鼓勵不同行業於其生產過程中多加利用設計，使產品能在消費市場上脫穎而出，從而推動香港工業朝「再工業化」和高增值的方向邁進。

今屆得獎作品都是設計與品質的優良結合，獲獎實至名歸，相信這些傑出的得獎設計定必能成為業內典範，繼續推動本地企業發揮設計思維，以及吸引更多有創意、有頭腦的青年人投身工業。

最後，我們衷心感謝由香港中文大學校長沈祖堯教授領導的評審團，在眾多高水準的參賽作品之中精心選出今年的得獎產品。我們也感謝各參賽企業的積極參與。

Since its launch in 2005, the Hong Kong Awards for Industries (HKAI) – Consumer Product Design Category have received wide recognition from the industrial and commercial sectors. The Award aims to promote and recognise the importance of product design in Hong Kong, and to encourage local entrepreneurs to improve the design, research and development of their products. The standard of entries improves annually and in recent years, participants started adding innovative elements like intelligent technologies and their applications in their entries, making their products combinations of creativity, practicality and attractiveness, thereby better meeting the demand of today's consumers.

This year, the Award received a total of 74 entries, the majority of which were electronics, electrical and homeware products. It is also encouraging to see that more than 90 per cent of the participants were from SMEs. It shows SMEs are picking up on the road to upgrading and transformation and now pushing their creative boundaries to sharpen their competitive edge.

While innovation continues to prevail in today's fast-changing world, it is inevitable that consumers now have an unwavering focus on the creative values and technologies embedded in products. I therefore encourage industries to integrate design in their production processes to make their products stand out in the consumer market, thus promoting reindustrialisation and moving the city in the direction of high value-addedness.

The winning entries this year are fabulous, terrific examples of ingenious design coupled with quality manufacturing and worthy of the high standards demanded by the Award. I believe they not only set shining examples for enterprises looking to unleash their design potential, but also create the momentum needed for Hong Kong industries to secure a robust pipeline of creative talent and reach new milestones in the coming future.

Finally, we are grateful to the judging panel under the chairmanship of Prof J Y Sung, Vice Chancellor and President of the Chinese University of Hong Kong, for their dedication to the difficult task of selecting winners from the many high quality entries. We also thank all contestants for their participation.



消費產品設計大獎 Consumer Product Design Grand Award

參賽公司 Submitted by :
WowWee Group Limited



設計者 Designer :
WowWee - Industrial Design Department



網址 Website :
www.wowwee.com



電郵 E-mail:
richardspicer@wowwee.com.hk



得獎產品 Winning Product :

CHiP™



遇見CHiP™，一隻由WowWee開發，擁有人工智能，屢獲殊榮，並和藹可親的機器小狗。憑藉先進的傳感器和人工智能程式，CHiP™像真的小狗般是隨時準備跟你互動。人工智能令牠像一隻真的小狗一樣，在互動中學習，所以沒有兩隻CHiP™是一樣的。使用智能手帶跟CHiP™互動，舞蹈，或讓CHiP™知道什麼時候它做得。使用智能球，你可以玩接球，甚至足球！當CHiP™開始疲累了，它會自動尋找智能床充電。您也可以使用您的iOS及Android設備連接更多遊戲。

Meet CHiP™, the intelligent, award-winning, and affectionate robotic pup from WowWee®. With advanced sensors and smart accessories, CHiP™ is always aware and ready to play. How you respond uniquely shapes its behaviour, so no two CHiP™s are ever alike. Use the SmartBand to have CHiP™ follow you, dance, or let CHiP™ know when it's being a good dog. With the SmartBall, you can play fetch or even soccer! When CHiP™ starts to get tired, it will automatically find and dock on the SmartBed for a charge. You can also connect to CHiP™ using your iOS® or Android™ device for expanded play.



消費產品設計獎 Consumer Product Design Award

參賽公司 Submitted by :
科文實業有限公司
4M Industrial Development Limited



設計者 Designer :
4M



網址 Website :
www.4m-ind.com



電郵 E-mail:
infodesk@4m-ind.com



得獎產品 Winning Product :

**AR Wonder :
DinoSaur DNA**

AR Wonder為4M最新研發的教育玩具系列，產品引入擴增實境（AR）技術，帶來實體與虛擬兼備的全新遊戲體驗。兒童可從中享受挖掘及組裝恐龍骨架模型的樂趣，並透過應用程式，把遠古的恐龍帶到現代生活，與虛擬的恐龍進行互動、拍照及拍攝影片，以別具趣味的方式，輕鬆學習恐龍知識，激發無窮想像力。

AR Wonder, a new educational series developed by 4M, combines traditional toys with AR technology, bringing virtual thrills to hands-on fun for a brand new play experience. Children act as young palaeontologists, honing their observational skills through physical play by excavating a plaster block for dinosaur DNA and bones to rebuild a glow-in-the-dark dinosaur skeleton. The recovered DNA stickers are used to complete the dinosaur's DNA chain, which children then scan with the supporting app to create a virtual 3D dinosaur using AR technology.

Children can interact with the dinosaurs from all angles, and take real-time videos and photos to share instantly on social media through the app. Fun facts on dinosaurs are also available! This could be the most exciting way yet to unleash children's imaginations and develop their story-telling skills!





得獎產品 Winning Product :

AirProce 智能空氣淨化器

**AirProce, the
Intelligent Air Purifier**



消費產品設計獎
Consumer Product
Design Award



參賽公司 Submitted by :

艾泊斯有限公司
AirProce Company Limited



設計者 Designer :

上海艾泊斯淨化科技有限公司
Shanghai AirProce Company Limited



網址 Website :

www.airproce.com.hk



電郵 E-mail:

info@airproce.com.hk

AirProce智能空氣淨化器在傳統頂級的空氣淨化器的基礎上進行研發及改良。作為世界頂尖的空氣淨化器，AirProce在過濾效能方面採用H13醫療級的HEPA濾網，並通過AirPro技術大大提高其過濾效能及容塵量，達到出風口PM2.5及PM0.3均為0的極致水平。另外AirProce亦配備高含量的活性炭及氧化鋁，高效吸附分解甲醛等有害有機揮發物(VOCs)。

而用家體驗方面，AirProce突破傳統的單機控制舊有模式，使用家能隨時隨地透過手機就能監察室內空氣質素並控制AirProce的一切運作。而濾網方面亦貼有RFID標籤，避免偽冒的劣質濾網之餘也能清楚記錄每一個濾網的類型及剩餘有效時間。

AirProce, the first intelligent air purifier in the world, using H13 medical graded HEPA filter, with the AirPro technology, can effectively filter the ultra-small particles with high dust trapping rate.

For a better user experience, AirProce added the IoT concept to traditional air purifier, making users can easily monitor the indoor air quality (IAQ) and control the AirProce activities via mobile app.

Besides, all the filters in AirProce are tagged with RFID to record the filter type and filter period of validity, which also prevent the chance of using counterfeit filters.

消費產品設計獎 Consumer Product Design Award

參賽公司 Submitted by:

領思創意有限公司
D & S Creation Limited



設計者 Designer:

蘇偉昇
So Wai Sing



網址 Website:

www.wittidesign.com



電郵 E-mail:

cary.wong@wittidesign.com



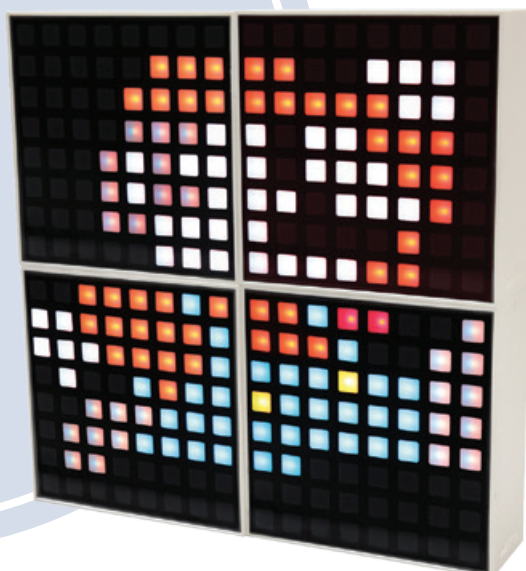
得獎產品 Winning Product :

智能像素通知燈

DOTTI

以應用程式控制的像素藝術展示燈，能通知您智能手機收到的重要訊息（來電通知，短訊，Facebook及WhatsApp等訊息）。DOTTI會顯示您自設的喜好圖示及動畫，可當作時鐘使用，隨著音樂節奏閃爍，還能讓您搖晃機身大玩骰子遊戲。可使用本產品附有的micro USB線充電。

App controlled Pixel Art display provides important notifications (phone call, SMS, Facebook, Whatsapp, etc) from your smartphone. DOTTI displays your favorite icon and animation, and also functions as a clock, reacts to your music, and a dice. Rechargeable battery via micro USB cable (included).





得獎產品 Winning Product :

EZ Dimension 3D Printer

消費產品優異證書 Consumer Product Design Certificate of Merit



參賽公司 Submitted by :
3DP Technology Limited



設計者 Designer :
陳遠欽 / 陳遠榮 / 盧榮基 / 莫鎧華 / 趙俊明
Jason Chan / Thomas Chan / Gavin Lo /
Laurel Mok / Jonathan Chiu



網址 Website :
www.3dptechgroup.com



電郵 E-mail:
info@3dptechgroup.com



“EZ Dimension”是一台針對家用市場而設計的3D打印機。打印機並不需組裝，用家只需按照說明書進行設定，即可開始打印。“EZ Dimension”同時附有超過100種打印藍圖，用家無需下載任何軟件或連接電腦已可進行打印。

"EZ Dimension" is a 3D printer model designed for home users. It comes in a fully assembled form and it is ready to print with some simple setup.

The printer package comes with over 100 3D designs ready to print, user doesn't need to download and software, doesn't even need to connect the printer to a computer to operate.



消費產品優異證書 Consumer Product Design Certificate of Merit



參賽公司 Submitted by :
雅芳婷有限公司
A-Fontane Company Limited



設計者 Designer :
許章榮博士
Dr. Cheung-Wing, Hui



網址 Website :
www.afontane.com



電郵 E-mail:
marketing@afontane.com



得獎產品 Winning Product :

智環寶床單
Safeco Sheet



酒店床褥越變越厚，更換床單容易引致工傷。「智環寶床單」組裝式的專利設計，免卻舉起床褥換床單，操作方便。床單面積比傳統少40%，省卻成本及換洗床單的資源，帶來高效環保效益。曾參加德國紅點產品設計獎，更於2016年瑞士日內瓦國際發明獎勇奪銀牌。創新意念可謂業界的創舉。



"Safeco Sheet" is the ultimate solution to make changing bedsheet easier. Tucking bedsheet is no longer required using the evolutionary "Safeco Sheet" patented system. Not just the fabric consumption is reduced by 40%, but also saving the corresponding operational costs. It was awarded the Silver Medal at the International Exhibition of Inventions of Geneva. It undoubtedly is the breakthrough design that brings us safety, convenience and sustainable environmental benefits.





得獎產品 Winning Product :

**BabylissPRO Steel FX
樞軸馬達髮剪 FX880**

**BabylissPRO Steel FX
Pivot Motor Clipper
FX880**



消費產品優異證書 Consumer Product Design Certificate of Merit



參賽公司 Submitted by :

美康雅有限公司
Continental Conair Limited



設計者 Designer :

美康雅有限公司, 研發部
Continental Conair Limited,
R&D Department



網址 Website :

www.conair.com, www.babylissus.com



電郵 E-mail:

brenda_yue@conair.com

BaBylissPRO FX880髮剪配置高頻樞軸馬達，扭力為一般市面上髮剪所輸出的兩倍。經全新設計及改良的高頻樞軸馬達，在速度上達到每分鐘9,000轉的速度，提供高效快速剪削能力。FX880剪刀選用日本進口鋼材加上精密嚴緊的加工工序，造出鋒利的V型刀刃，能輕易剪削任何髮質的頭髮。在設計上利用鋁合金精工鑄造機身，有助減低因馬達在剪削時產生的震動，配合機身上的滾花壓紋，銳意帶給用家防滑、舒適及控制穩定的感覺。

BaBylissPRO FX880 clipper features a high-frequency pivot motor, which produces 2x higher torque than a standard pivot motor. The reinvent high-frequency pivot motor generates 2x faster blade speed than a magnetic motor: 9,000 movements of blade per minute. The precision engineered Japanese steel blades feature a super sharp "V" cutting angle, allowing user to achieve a smooth precise cut on all hair types. Its body is scientifically balanced between heavy cutting blade and motor moving mass for a good balance, stable control and superior ergonomics. Its unique design features with die-cast housing and a knurled, nonslip grip for comfort and support.

消費產品優異證書 Consumer Product Design Certificate of Merit

參賽公司 Submitted by :

歐亞拉鍊有限公司
Euro-A Zipper Company Limited



設計者 Designer :

吳弘納先生
Mr Ng Wang Lap Ronny



網址 Website :

www.euro-a-zipper.com



電郵 E-mail:

info@euro-a-zipper.com



得獎產品 Winning Product :

3D立體拉鍊 — 小熊
3D Zipper - Bear

3D小熊立體拉鍊突破傳統拉鍊的外觀及結構。透過我司專利雙層拉鍊技術，使拉鍊更穩固，同時亦大大增加原材料選取及生產制造方式取向的自由度，使拉鍊具備更多的設計原素。此拉鍊在2016年榮獲Reddot全球性設計大獎。

Our 3D Zipper-Bear has an unconventional appearance and structure. Through our patented double-layer zipper production technology, 3D zipper has much stronger construction comparing with the traditional one. It also greatly enhances the design elements, including text, logo and other combinations. The freedom in raw materials and production methods selection is also highly increased. We are proud to be the winner of the prestigious iF Design Award 2016.





得獎產品 Winning Product :

AGS™ 回彈減壓背包

**AGS™ Ergonomic
Bouncing Backpack**



消費產品優異證書 Consumer Product Design Certificate of Merit



參賽公司 Submitted by :

豐盛創意國際有限公司

FX Creations International Limited



設計者 Designer :

徐耀明

Chui Yiu Ming



網址 Website :

www.fxcreations.com



電郵 E-mail:

support@fxcreations.com

為真正解決學童書包過重的問題，FX Creations的科研及產品開發團隊致力研究，推出劃時代的AGS™回彈減壓學童書包系列，利用獨家專利設計的AGS™專利回彈減壓系統，通過人體行走時產生的回彈力減輕負重，「彈」走學童肩上重擔。

To tackle heavy schoolbags, FX Creations invented the very first Ergonomic Bouncing Backpack for children. The backpack has a patented suspension system, known as the Anti Gravity System™, to alleviate the feeling of heavy backpack loading. As the user is in motion, the loaded backpack would bounce in response. This bounce reaction helps reduce the stress on the user's shoulders, slowing down muscle fatigue, essentially making the backpack feel lighter.

消費產品優異證書 Consumer Product Design Certificate of Merit

參賽公司 Submitted by :

迅益發展有限公司
Speedy Young Development Limited



設計者 Designer :

迅益發展有限公司
Speedy Young Development Limited



網址 Website :

www.speedyyoung.com.hk



電郵 E-mail:

raymond.t@speedyyoung.com.hk



得獎產品 Winning Product :

Runner 運動燈
Runner Sporting
Light

RUNNER運動燈乃本公司全新創意產品，它結合了頭燈及警示燈之功能；前方高性能白光LED及後方紅光LED為運動家提供充足光線照引路向，並在黑暗環境中清晰可見，確保安全，輕盈及柔軟的整體設計配合創新工藝，RUNNER是運動家時尚的運動配備。

RUNNER is surely a stylish sport equipment for all sports lovers.

It combines the function of headlight with a high-performance white LED for the front to guarantee good illumination of the route and five red LEDs for the back as a warning light to ensure that runners are clearly visible in the dark. The lightweight and comfy-to-wear design is flexibly adjustable to individual head circumferences.





得獎產品 Winning Product :

**Machine Maker™
Apprentice-Ultimate
Machine Maker™**



消費產品優異證書
Consumer Product Design
Certificate of Merit



參賽公司 Submitted by :

玩具城國際有限公司
Toy State International Limited



設計者 Designer :

文勵康
Hong Man



網址 Website :

www.toystate.com, www.nikko.eu



電郵 E-mail:

sofia.zheng@toystate.com

MACHINE MAKER™的設計主旨是透過簡單的設計，給予小朋友真實的建造體驗。

我們創造了SMART LOC Technology™讓小朋友可以輕易用單手組裝零件。

小朋友除了可以按說明書的導引去組裝指定的工程車外，還可以創作自己設計的作品。

Machine Maker™ provides a fun, Build-it-yourself construction experience for all ages! Our Smart Loc Technology™ allows for easy assembly and take-a-part play so you can build classic machines or let your imagination run wild and create your own! All construction sets come fully equipped with interchangeable parts and a realistic screwdriver.

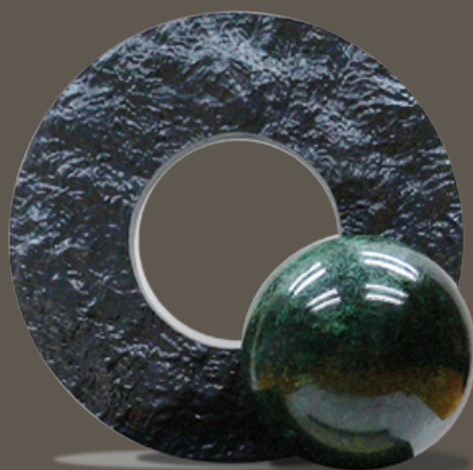


香港工商業獎

2016

**HONG KONG
AWARDS FOR
INDUSTRIES**

消費產品 CONSUMER PRODUCT
設計 DESIGN
JUDGING 評審



評審委員會 JUDGING PANELS

Final Judging Panel 最終評審委員會



Chairman of
the Final Judging Panel
最終評審委員會主席

Prof. Joseph J Y Sung
沈祖堯教授

Vice-Chancellor and President,
The Chinese University of Hong Kong
香港中文大學
校長



Prof. Daniel M Cheng
鄭文聰教授

Chairman,
Federation of Hong Kong Industries
香港工業總會
主席



Ms. Vivian Cheng
鄭慧筠小姐

Creative Director,
Vivian Design



Prof. Yanta Lam
林衍棠教授

CEO,
China Design Research Work-Group
中國設計研究工作室
工作室總監



Dr. Edmund Lee
利德裕博士

Executive Director,
Hong Kong Design Centre
香港設計中心
行政總裁



Prof. Eric C Yim
嚴志明教授

Chairman,
Design Council of Hong Kong
香港設計委員會
主席



Mr. Michael Miller Yu
余奉祖先生

CEO/Creative Director,
Michaelsolve Ltd
總裁 / 創作總監

Preliminary Judging Panel

評審委員會



Mr. Daniel K.Y. Chan
陳光耀先生

Head,
Dept. of Product & Interior Design
Hong Kong Design Institute
香港知專設計學院
產品及室內設計系
系主任



Mr. Lee Chi Wing
利志榮先生

Founder,
Milk Design Ltd
創辦人



Mrs. C. Mui Kinoshita
梅傲雪小姐

Executive Committee,
Hong Kong Designers Association
香港設計師協會
執行委員



Mr. Ringo Mak
麥永開先生

Co - Founder,
APAC SEP Limited
泛亞社會創新有限公司
創辦人



Mr. Steve Yeung
楊兆航先生

President,
Industrial Designers Society of
Hong Kong
香港工業設計師協會
主席



Mr. Alan Yip
葉智榮先生

Founder,
Yip Design Ltd
葉智榮設計有限公司
創辦人



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金贊助機構 GOLD SPONSORS



銀贊助機構 SILVER SPONSORS



其他贊助機構 OTHER SPONSORS



2016

消費產品設計 
CONSUMER PRODUCT DESIGN

查詢「香港工商業獎 -消費產品設計」
有關資料，請以下列方法索取
香港工業總會網頁：www.industryhk.org
香港工商業獎網頁：www.hkindustryaward.org

香港工業總會香港設計委員會
九龍長沙灣長裕街8號億京廣場31樓
電話：2732 31 88 / 2732 3196 / 2732 3190
傳真：2721 3494