Immediate Release

LSCM Logistics Summit 2014
Towards an Era of Internet of Things
Explore the Immeasurable Business Opportunities

With the growing popularity of Wi-Fi transmission and portable devices, "Internet of Things (IoT)" would be the next technological wave which will bring enormous change to our daily life. Once all objects are embedded with smart tags and sensors and connected with the internet, everything and everybody's location is easily traceable, facilitating the development of logistics and supply chain industries, e-commerce, and product authentication service industries. As a result, all the objects are connected and each part would be intelligentised, paving the way to a smart city.

The Summit opens the gateway to the Internet of Things

As the whole world is actively developing the technology of IoT, exploring the field with infinite potentials and business opportunities, the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) facilitates the logistics, retail, construction and health care industries to develop and apply IoT.

The "LSCM Logistics Summit 2014" held by the LSCM R&D Centre at Hong Kong Science Park on 18 September showcased its latest research achievements and innovative technologies. A series of keynote speeches were delivered during the Summit to show how innovative technologies can support the development of logistics, air cargo, retail, e-commerce payment tool, the enhancement of construction site safety and its application in the health care industries. The Airport Authority Hong Kong also shared the latest development of the Three-Runway System at Hong Kong International Airport as well. Among those who have given speeches in the Summit were **Miss Janet WONG**, JP, Commissioner for Innovation and Technology; **Ir Dr the Hon LO Wai Kwok**, BBS, MH, JP, Legislative Councillor (Engineering); **Mr John CHAI**, Executive Director, Projects, Airport Authority Hong Kong; **Mr Kelvin KO**, Chief Executive Officer, Cathay Pacific Services Limited; **Mr LI Shu Pui**, Head (Financial Infrastructure Development Division), Hong Kong Monetary

Authority; **Mr Tommy LUI**, Chairman of Board of Directors, LSCM R&D Centre and **Mr Simon WONG**, Chief Executive Officer, LSCM R&D Centre.

Optimise the cargo management at Air Cargo Terminals

Despite the continuous challenges coming from the global economic environment, Hong Kong International Airport (HKIA) has been experiencing phenomenal growth in air traffic. In 2013, air cargo throughput reached 4.12 million tonnes, making HKIA the world's busiest cargo airport for the fourth consecutive year.

To tackle heavy cargo throughput, cargo management becomes more important than ever. "LSCM R&D Centre has thus developed Advanced Arrival Info Infrastructure to improve the agility and operational efficiency of air cargo terminal, stretching the upper limit to handle cargo every day. Once a truck passing through a certain gateway on its way towards the airport at Tsing Ma Highway, the reader will detect the RFID tag embedded in the truck. The information will be sent to the cargo terminals for advance arrangement, speeding up the operation procedures of the cargo terminal operators, hence improving the resources and manpower allocation of the logistics companies." said Simon Wong, Chief Executive Officer, LSCM R&D Centre.

Mass production of RFID chips leads to wide applications

RFID technique is one major research area of the LSCM R&D Centre. This technique relies on radio wave to store data into a tiny electronic label. Through collaboration with Echonix, the newly-produced UHF RFID Reader Chip has improved its power consumption, minimised its size and production cost. The cost of the new reader chip is 30-50% lesser than the existing products in the market. Once the chip and reader are put into mass production, the production cost would be further reduced and the technique can be put into wider applications such as logistics and supply chain management, product authenication and commuinty service.

Indoor Locating System breaks the traditional consumption behaviour

The LSCM R&D Centre and the Hong Kong University of Science and Technology have jointly developed a leading smartphone app comprising the indoor locating system and navigation functions which provides an accurate, highly effective real time positioning and navigation, bringing major impact to our daily life. The latest indoor locating system can minimise the error within 5 metres through Wi-Fi. Once a customer approaches a shop, the smartphone will show the corresponding message and promotion related to that shop. The sales and marketing approach is completely reversed. Apart from bringing better consumption experience to the customers, it also helps the shop to collect useful data such as customers' preferences, consumption behavioral patterns, according to which joint promotion, premium discount or even brand management can be made.

Smart Safety technique opens a new world of construction and retail industries

As major infrastructures are under construction in full swing, construction industry hungers for more efficient management and higher work safety. Location-based Services project, which is led by the LSCM R&D Centre, makes use of Building Information Modeling (BIM) and RFID technique to enhance the awareness of workers under any potential dangers in the construction site." said Simon Wong. "Recently, this technology has already been put on a test run at the construction site in Tai Po and Hung Shui Kiu. When a worker approaches an area with potential danger such as at the back of a reversing crane, the system will issue alert to avoid industrial accident."

The LSCM R&D Centre has also developed a smart system placed at the arrester of safety belt to remind workers to lock the belt appropriately. The information of any worker not locking the safety belt will be sent to the contractor for further correction and eventually achieve zero accident commitment.

Retail business has become more prosperous in recent years. RFID technology improves inventory management and accelerates the product authentication process, thus enhancing management efficiency and protecting interests of the brands and customers through this innovative technology. The LSCM R&D Centre has carried out a research project and registered the technology as "LSCM Authen√Tick™", supported by the smartphone apps of "LSCM AuthenTick", any products embedded with a RFID tag can be authenticated in a few seconds through a smartphone.

About LSCM R&D Centre

The Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) was founded in 2006, with funding from the Innovation and Technology Fund of the HKSAR Government, and co-hosted by The University of Hong Kong, the Chinese University of Hong Kong and the Hong Kong University of Science and Technology. It aims to strengthen the local Logistics Industry by providing a one-stop shop for technology transfer and commercialisation, and reinforce the cooperation between the industry and research institutes, to bring about meaningful and significant benefits to the community.

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