



## **3Innocity programme combines start-ups, industry leaders and scientific research talent to create an IoT ecosystem fit to accelerate Hong Kong's development as a smart city**

- **3 Hong Kong's NB-IoT network now extends throughout Hong Kong and is ready for commercialised NB-IoT applications, following activation of its NB-IoT network last September.**
- **3 Hong Kong launches the 3Innocity programme to support start-ups, industry leaders and scientific research talent by combining the latest applications with NB-IoT technology to build an IoT ecosystem.**
- **3 Hong Kong handpicks more than 10 high-potential NB-IoT applications from the 3Innocity programme and provides all-round support to shorten time to market.**
- **3 Hong Kong collaborates with Avnet Technology Hong Kong Limited (Avnet) to offer 3Innocity members NB-IoT systems integration support to accelerate product commercialisation and launch of NB-IoT solutions.**

**Hong Kong, 25 January 2018** - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today selected more than 10 high-calibre Narrowband - Internet of Things (NB-IoT) solutions created by the 3Innocity incubation programme for general release.

3 Hong Kong helps 3Innocity member companies with research and product launches as soon as solutions are ready for the market. This has the effect of unlocking business potential and generating opportunities for the NB-IoT market.

### **3 Hong Kong's NB-IoT network now extends throughout Hong Kong**

The Internet of Things (IoT) concept is crucially important to development of Hong Kong as a smart city - and NB-IoT technology has high-penetration capability and supports mass connectivity, while reducing levels of power consumption. Mobile operators simply need to upgrade existing network infrastructure in order to deploy NB-IoT technology. What's more, the Third Generation Partnership Project (3GPP) has established the global NB-IoT standard, making the technology a vital component of IoT development.

Market research results\* published last year indicated that the NB-IoT chip market will undergo an average compound annual growth rate of nearly 61% between 2017 and 2021 - making NB-IoT technology highly popular among solution developers.

3 Hong Kong completed construction of an end-to-end NB-IoT network - first activated in Science Park - and field tests last quarter. It was then extended throughout Hong Kong at the end of last year to offer an ideal platform on which research companies and start-ups can develop and launch NB-IoT applications.

HTHKH Executive Director and CEO Cliff Woo Chiu-man said: "3 Hong Kong aims to explore NB-IoT applications holding market potential, while collaborating with start-ups, industry leaders and researchers to establish an IoT ecosystem via our 3Innocity programme. This will sharpen Hong Kong's competitiveness as an innovative city, while boosting efficiency for various industries and enhancing quality of life for the general public."

He added: "We are also very glad to join hands with Avnet - one of the world's largest distributors of electronic components and embedded solutions - to facilitate development and launch of commercial solutions."

### **More than 10 innovative solutions selected from the 3Innocity programme**

In tune with the government's Hong Kong Smart City Blueprint, 3 Hong Kong launched the 3Innocity programme following activation of its NB-IoT network. The programme brings together innovative scientific research companies and start-ups to promote development of NB-IoT technology. Selection criteria include applicability, publicity, complexity, replicability and market outreach.

3 Hong Kong initially selected several projects with the potential to be applied to daily life and business use, and helped the companies concerned with network, technology and promotional support. This support assists sustainable development of start-ups, as well their plans to launch solutions into the future. Six of the innovative projects were:

<b>Companies</b>	<b>Solutions</b>	<b>Expected go-to-market timeline</b>
oneCHARGE Solutions Limited	Smart electric vehicle charging platform	Q2 2018
Achiever Big Data Limited	Smart city location analytics system	Q3 2018
BNet-Tech Limited	Smart cane named STICKu for the elderly	Q1 2019
Quicker Company Limited	Online ordering-taking	Q1 2019
Prodigy Holdings Limited	Smart parking solution	To be announced
Hong Kong RFID Limited	Mobile environmental sensors	To be announced

### **Partnering with Avnet to strengthen the 3Innocity programme**

Frederick Fu, President of Avnet Asia Pacific said: "Avnet is committed to nurturing start-ups becoming the next "unicorns". We are excited to partner with 3 Hong Kong as its technology partner in the 3InnoCity project to accelerate Hong Kong's development as a leading smart city. Our connected IoT ecosystem of suppliers, partners and customers will help companies complete the entire cycle from idea to finished product.

In collaboration with 3 Hong Kong, Avnet provides development tools, prototype testing and software customisation to help speed up design and optimise performance before the manufacturing stage and delivery to market. Together with 3 Hong Kong, Avnet accelerates IoT development by connecting IoT edges to major cellular carriers and leading cloud providers around the world, providing end-to-end support for IoT initiatives and innovations embarked by companies.

### **Join the 3Innocity programme to promote research**

3 Hong Kong supports 3Innocity's projects, enabling companies and researchers to enjoy the benefits of NB-IoT networking. These include:

1. Access to a free Certified NB-IoT Specialist Programme, which covers NB-IoT network technology, hardware and software design, as well as a cloud platform for IoT and a laboratory, such that participants are certified after reaching certain standards.
2. SIM cards that connect to an NB-IoT network facilitate testing and development of NB-IoT solutions created by 3Innocity members.
3. Presentations to introduce the latest IoT developments to 3Innocity members and exchange ideas for applications.
4. 4.5G subscription plans designed for 3Innocity members and SMEs in the Science Park.
5. Organisation of launch events, conferences or meetings at the 3LIVE flagship store for 3Innocity members.
6. 3 Hong Kong's marketing and sales team assists in the promotion and display of scientific research results at the 3LIVE flagship store after launch of NB-IoT network products and services.

For more information on 3Innocity, please visit [web.three.com.hk/3innocity](http://web.three.com.hk/3innocity). Interested companies can download and complete a registration form from the above-mentioned website and return it to [3innocity@three.com.hk](mailto:3innocity@three.com.hk).

\*"Global Narrowband IoT Chipset Market 2017-2021" report by Technavio, a market research company

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### **About 3 Hong Kong**

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at 3 Hong Kong's hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit [www.three.com.hk](http://www.three.com.hk).

For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

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