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鳴謝
Acknowledgements

主辦機構
Leading Organizer

香港設計委員會
Design Council of Hong Kong

香港工業總會
Federation of Hong Kong Industries

技術顧問
Technical Adviser

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

香港工業總會：

Federation of Hong Kong For Industries :

主席獻辭

Message from the Chairman

今時今日，設計早已滲透到各門製造業的生產過程之中，而非是廠商為了增加產品吸引力而額外添加的元素。企業已開始意識到，創新設計應納入生產的早期階段，作為提升產品和生產方法的工具。

現在，市場對產品的要求越來越高。要達致成功，企業必須製造更新、更好的產品，從而取得消費者的支持，也符合日益嚴謹的法規要求。香港工商業獎各獎項的眾多得主，足證香港擁有無數具創意和企業家精神的人才；參賽作品的類型廣泛，更反映了香港設計師追求卓越的精神，他們也啟發了廠商拓展業務所需的新思維。我們恭賀各位得獎者，並深信他們的無限創意，可助港商進一步提升生產能力。

我謹代表香港工業總會向評審委員會致謝。入圍作品質素之高，著實為評委的工作增添不少難度。我也感謝所有參賽者對獎項作出的寶貴貢獻，並鼓勵他們繼續在設計領域發掘創新意念，協助香港產品進佔更大規模、利潤更高的市場。

孫啟烈 BBS, JP

香港工業總會主席

Design is no longer an afterthought, something manufacturers add to finished products to make them look attractive as they ship them out. Production processes have been penetrated by design affecting decisions in all areas of manufacture. Companies have begun to realise that innovative designs must be included early on in production and be a contributor to not only the upgrade of the product, but to production methods as well.

Today we face higher market demands, more regulatory requirements so much so that enterprises must make newer and better products to succeed. In Hong Kong we are fortunate to have a plethora of creative and entrepreneurial talent as demonstrated by the winners in the Hong Kong Awards for Industries (HKAI). The range of products presented for judging reflects the pursuit of excellence by Hong Kong designers and will be an inspiration to manufacturers seeking new ideas to expand their businesses. We congratulate the winners and feel confident that our manufacturing capability will be enhanced by such creative thinking.

On behalf of the FHKI, I wish to thank the members of the Judging Panel whose task was not easy considering the high standard of the entrants. To all participants I would like to thank them for their invaluable contribution to this competition and encourage them to continue to strive for even more innovative ideas in the world of design to support Hong Kong products quest for larger and more profitable markets.

Cliff Sun, BBS, JP

Chairman, Federation of Hong Kong Industries

2011 香港工商業獎：消費產品設計大獎
2011 Hong Kong Awards for Industries:
Consumer Product Design Grand Award

得獎產品 Winning Product :

Fidelio Primo Docking Speaker DS9000

Fidelio Docking 揚聲器 DS9000 是完整的高保真音響系統，可通過它的 iPhone 和 iPod 提供最佳品質的音效。無論播放音樂的音量高低，您現在均可盡情體驗自己希望的豐富、精煉和高品質音效。這種轉接揚聲器的結構有助於改善音響性能和展現音效品質。此外，它出色的設計還可作為起居室的時尚裝飾，您可自行選擇是否轉接至 iPhone 或 iPod。曲線化木質後蓋的整潔線條和感性效果不僅賦予其迷人的外觀，還創造出一種更高效的聲學結構。

The Fidelio Primo Docking speaker DS9000 is a complete high fidelity music system which gives the best quality sound from his iPhone and iPod. You can now enjoy the detailed, refined and high quality sound you want no matter how loud you play your music. The docking speaker's architecture enhances sound performance and radiates sound quality, while the premium design will look stylish in your living room, with or without your iPhone or iPod docked.

參賽公司 Submitted by :
Philips Electronics Hong Kong Limited

設計者 Designer :
Philips Design

網址 Website :
www.philips.com
www.philips.com/design

電郵 Email :
info.design@philips.com

2011 香港工商業獎：消費產品設計獎

2011 Hong Kong Awards for Industries: Consumer Product Design Award

得獎產品 *Winning Product* :

Green Science Series

Green Science 乃 4M 旗下最受歡迎的創意教育玩具系列之一，產品不但繞富趣味，更鼓勵兒童於日常廢物上發揮創意，變奏出既別開生面，又別具個性的玩意。Green Science 產品的製作方法簡單易明，有效協助兒童物盡其用，輕鬆鞏固其環保意識。

As one of the most popular 4M series, Green Science products not only offer children a great deal of fun, but also encourage making good use of creativity to turn daily waste into novel and individual toys. Green Science products are simple and easy to assemble which help children to make the best use of recycled materials and raise their awareness of environmental protection with no sweat!

參賽公司 Submitted by :

科文實業有限公司

4M Industrial Development Limited

設計者 Designer :

Design Department

網址 Website :

www.4m-ind.com

電郵 Email :

infodesk@4m-ind.com

2011 香港工商業獎：消費產品設計獎

2011 Hong Kong Awards for Industries:

Consumer Product Design Award

得獎產品 Winning Product :

NCCO Air Sanitising Systems Range

納米空氣抗菌機系列(家用及車用)

納米空氣抗菌機系列均採用國際認可的 NCCO 專業殺菌及除臭技術，去除高於 99% 空氣中的細菌、流感病毒、TVOCs 及可吸入懸浮粒子。NCCO 已被廣泛用於公眾地方如香港國際機場的候機室，Oregon Scientific 把這技術帶入家居，徹底淨化室內空氣，減低患上過敏及慢性呼吸道疾病的機會。特設空氣質素改善數值顯示及指示燈，是市場上的一個新突破。

NCCO Air Sanitising Systems range is developed to purify air at homes, offices or inside the vehicles. It effectively guards you from >99% of Bacteria, Influenza Viruses, TVOCs and Respirable Suspended Particulates. NCCO is a globally patented air sterilization and deodorization technology for industrial use such as HK International Airport. Oregon Scientific adopts the technology for domestic application. The relative air quality improvement level display and different mood light are also new breakthrough in the market.

參賽公司 Submitted by :

歐西亞環球有限公司

Oregon Scientific Global Distribution Limited

網址 Website :

www.oregonscientific.com

電郵 Email :

info@oregonscientific.com

2011 香港工商業獎：消費產品設計獎

2011 Hong Kong Awards for Industries: Consumer Product Design Award

得獎產品 *Winning Product* :

MASTER LED Spot Par30 MV Lamp

Master LED Par30 燈的設計與 Par30 鹵素燈的輪廓相符，從而即可輕鬆替換現有 Par30 燈固件，又可憑藉顯著降低的功耗提供與之相當或更出色的光束性能。主要用於室內重點照明和聚光照明。通常用於零售環境下重點照明機械(窄光束角)和普通照明(較寬光束角)。

Delivering a warm, halogen-like accent beam, MASTER LED spot is a perfect fit for spot lighting (track, corridors, lift lobbies, display cases and cabinets) in the hospitality industry. It is particularly suited to public areas such as lobbies, corridors, stairwells, where the light is on all the time. MASTER LED spot delivers huge energy savings and minimizes maintenance cost without any compromise on brightness, enabling hospitality owners to achieve a return on their investment within one year. These LED lamps are compatible with most existing fixtures with a GU10/E27 holder and designed as a retrofit replacement alternative for 35 and 50 W halogen lamps/50W to 60W incandescent lamps.

參賽公司 Submitted by :
Philips Electronics Hong Kong Limited

設計者 Designer :
Philips Design

網址 Website :
www.philips.com
www.philips.com/design

電郵 Email :
info.design@philips.com

2011 香港工商業獎：消費產品設計獎

2011 Hong Kong Awards for Industries: Consumer Product Design Award

得獎產品 *Winning Product* :

Presenter SNP6000

Presenter SNP6000 帶給您嫺熟演講者般的自信和操控性，讓您能夠影響到每位觀眾。憑藉簡單易用的姿勢控制，它可像滑鼠般在空中發揮作用，使您的演示專業味十足。它具有標準演示功能(下一頁/上一頁、關閉螢幕、開始/停止、鐳射筆)，通過將自帶的 RF-dongle 插入電腦的 USB 埠即可建立連接。為確保最佳持握舒適度，本產品經過舒緩的彎曲和對稱性處理，並因其緊湊性要求而被設計為可放入口袋或皮包隔層中。

The Presenter SNP6000 gives you confidence and control to reach out to your audience as an accomplished presenter. With easy-to-use gesture control it works like a mouse in the air and ensures your presentations always look professional. It features the standard presentation functions (next slide/previous slide, blank screen, start/stop, laser pointer) and it simply connects via a RF-dongle that is stored inside the product and is inserted into a computer's USB port. The product is gently curved and proportioned for optimal handheld comfort and due to its compactness designed to fit into a pocket or bag compartment.

參賽公司 Submitted by :
Philips Electronics Hong Kong Limited

設計者 Designer :
Philips Design

網址 Website :
www.philips.com
www.philips.com/design

電郵 Email :
info.design@philips.com

2011 香港工商業獎：消費產品設計獎

2011 Hong Kong Awards for Industries: Consumer Product Design Award

得獎產品 *Winning Product* :

Ridgid 12V Jobmax Tool System

Ridgid Jobmax – 新型 12 伏特鋰離子電池充電式電動工具

Ridgid Jobmax 12 伏特電動工具由 1 部電動主機及 5 款可互換並轉動的工具接頭所組成。其 4 向和“專利”快速接口設計，使用家輕鬆連接正確接頭在主機上，是理想多用途工具，工作範圍包括切割、打磨、刮、錘、鑽、驅動及固定的層面上，能在高角度及近距離的環境下應用。

The Ridgid Jobmax 12V tool system comes with a main power handle and the 5 interchangeable rotating heads allow for multiple applications. The patent pending tool free quick connect interface provides an easy platform for detachable heads and the tool is ideal for cutting, sanding, scraping, hammering, drilling and fastening in overhead places and close quarter applications.

參賽公司 Submitted by :

創科實業有限公司

Techtronic Industries Company Limited

設計者 Designer :

黃錦旗 Thomas Wong Kam Kee

莫國庭 Oliver Mok Kwok Ting

網址 Website :

www.ttigroup.com

電郵 Email :

thomaswong@tti.com.hk

olivermok@tti.com.hk

2011 香港工商業獎：消費產品設計優異證書

2011 Hong Kong Awards for Industries:

Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

Cushion Speaker SDC5100

Cushion Speaker 是一款筆記本電腦附件，可讓用戶舒適愉快地看電影、聽音樂、上網衝浪、線上聊天等。只需將其輕放於腿上，它就可吸收筆記本電腦產生的熱量。它的底部帶有襯墊，可借助豆袋層自行穩定。堅硬的上表面具有防滑屬性，可穩定安全地放置筆記本電腦。僅通過收放式 USB 電纜與筆記本電腦相連。無需電池或電源線。無論在室內或是室外，它均可提供充分的舒適性和出色的音效體驗。

The Cushion Speaker is a notebook accessory that allows users to enjoy movies, music, web browsing, online chatting, etc. in the most comfortable and enjoyable way. It gently rests on the lap and absorbs the heat generated by the notebook. The bottom is cushioned and stabilizes itself with a bean bag layer. A rigid top surface with anti-slip properties lets the notebook rest firmly and securely. It connects simple via a retractable USB-cable to the notebook. No batteries or power cable are needed. It offers great comfort and an outstanding sound experience anywhere in or around the home.

參賽公司 Submitted by :
Philips Electronics Hong Kong Limited

設計者 Designer :
Philips Design

網址 Website :
www.philips.com
www.philips.com/design

電郵 E-mail :
info.design@philips.com

2011 香港工商業獎：消費產品設計優異證書

2011 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

MASTER LED Bulb 7W E27 LED Lamp

隨著白熾燈泡全面淘汰的大限日益臨近，尋求一種高效節能又符合規範的替代品的需求就顯得越來越迫切。這種替代品的照明性能至少應與白熾燈泡相同，同時又要能夠輕鬆地與傳統燈具接駁。E27 LED 7.5 瓦節能燈是 E27 40 瓦白熾燈泡的替代品，與白熾燈泡具備相同的照明水準，節能效果卻可達 80%。此類節能燈不僅節能效果良好，還能大幅節省維修成本，在滿足最新的功率和調光要求的同時，還改進了光束角，並且保留了傳統燈的標誌性輪廓設計。

With the complete phase-out of incandescent bulbs imminent, the challenge is to come up with an energy-efficient, compliant alternative that provides at least the same lighting performance, and can be retrofitted into conventional light fittings with ease. The E27 LED Lamp is a 7.5 watt replacement for the incandescent E27 40 watt bulb, using approximately 80% less power for the same illumination levels. Not only does it promise significant energy and maintenance cost savings, it also complies with the latest wattage and dimming requirements, boasts an improved beam angle, and retains the iconic silhouette design of traditional lamps.

參賽公司 Submitted by :
Philips Electronics Hong Kong Limited

設計者 Designer :
Philips Design

網址 Website :
www.philips.com
www.philips.com/design

電郵 E-mail :
info.design@philips.com

2011 香港工商業獎：消費產品設計優異證書

2011 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

FBC Azula Touch 輕觸式電子 BMI 體重管理磅

FBC Azula Touch (Family Body Control Scale)

FBC Azula Touch 是一款量度 BMI(身體質量指數)磅，旨在幫助預防肥胖類而引身的疾病。該磅提供成人 BMI 和不同年齡段的兒童 BMI 百分比(BMI-for-age percentile)計算功能。量度結果可通過 4 色 LCD 來表示使用者的 BMI 狀態。FBC Azula Touch 是監測您家庭體重健康的簡單工具。

The FBC Azula Touch is a Body Mass Index scale designed to help protect against diseases like Obesity. It offers BMI calculation for adults and BMI-for-age-percentile for children. Results are conveyed by way of a 4 color changing LCD screen indicating the status of the users BMI. The FBC Azula Touch is the simple way to monitor your family's weight health.

參賽公司 Submitted by :

得利安亞太有限公司

Terraillon Asia Pacific Limited

設計者 Designer :

Terraillon Asia Pacific Limited

網址 Website :

www.terraillon.com

電郵 E-mail :

kelvinmow@terraillon-asia.com

2011 香港工商業獎：消費產品設計優異證書

2011 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

Milwaukee M12™ – 新型無線注油槍

Milwaukee M12™ Cordless Grease Gun

Milwaukee M12™無線注油槍的設計為各種工業應用，如提供油脂給大型機械作潤滑之用。超過 8000 PSI 的操作壓力可用在重型工序上，提高工場用戶的生產能力。其重量輕巧，符合人體工程學的手柄設計，內置軟管儲存和肩帶使用戶在長時間使用時更舒適和方便。

Milwaukee M12™ Cordless Grease Gun is designed to dispense grease in a variety of industrial applications, e.g. lubricating large machinery. It offers higher pressure and productivity giving the user more versatility on the jobsite, delivering over 8000 PSI max. operating pressure for heavy-duty applications. It features a light weight, ergonomic handle design for greater user comfort during prolonged use and an on board hose storage and shoulder strap loop for added convenience with less mess.

參賽公司 Submitted by :

創科實業有限公司

Techtronic Industries Company Limited

設計者 Designer :

馮偉強 Jason, Fung Wai Keung

網址 Website :

www.ttigroup.com

電郵 E-mail :

jason.fung@tti.com.hk

2011 香港工商業獎：消費產品設計組別評審委員會

2011 Hong Kong Awards for Industries: Consumer Product Design Preliminary Judging Panel

曾昭學先生
Mr. Victor Tsang
香港知專設計學院院長
Principal
Hong Kong Design Institute

林衍堂教授
Prof. Yanta Lam
香港理工大學設計學院設計學教授
Professor (Design), School of Design
The HK Polytechnic University

吳自豪博士
Dr. C. H. Ng
信佳國際集團有限公司主席兼董事總經理
Chairman & Managing Director
Suga International Holdings Ltd.

葉中賢博士
Dr. Daniel Yip
香港電器製造業協會有限公司理事長
President
Hong Kong Electrical Appliances Manufacturers Association Ltd.

吳秋全先生
Mr. Charles Ng
MCL 品牌顧問有限公司
首席品牌顧問暨創作總監
Chief Brand Consultant & Creative Director
Maxi Communications Ltd.

鍾志平教授
Prof. Roy Chung
香港設計委員會主席
Chairman
Design Council of Hong Kong
(非評審委員會成員 not judging panel member)

葉智榮先生
Mr. Alan Yip
葉智榮設計有限公司董事
Director
Yip Design Ltd.

彭志江先生
Mr. Winnif Pang
賀比有限公司設計總監
Creative Director
Hoobbe Ltd.

楊志華先生
Mr. Harry Yeung
香港標準及檢定中心營運總監
Chief Operations Officer
Hong Kong Standards & Testing Centre Ltd.

麥永開先生
Mr. Ringo Mak
傑出青年協會主席(2009-2010)
Immediate Past Chairman (2009-2010)
The Outstanding Young Persons Association

孫溫妮女士
Ms. Winnie Suen
香港玩具協會執行委員會委員
Committee Members
Hong Kong Toys Council

梁廣偉博士
Dr. Humphrey Leung
晶門科技有限公司集團行政總裁
Group CEO
Solomon Systech Ltd.

2011 香港工商業獎：消費產品設計組別最終評審委員會

2011 Hong Kong Awards for Industries: Consumer Product Design Final Judging Panel

周啟良先生
Mr. Benjamin Chau
香港貿易發展局副總裁
Deputy Executive Director
Hong Kong Trade Development Council

劉小康先生
Mr. Freeman Lau
靳與劉設計顧問合夥人
Partner
Kan & Lau Design Consultants

關恩慈女士
Ms. Belinda Kwan
工業貿易署助理署長
Assistant Director - General of Trade and Industry

徐立之教授
Prof. Lap-Chee Tsui
最終評審委員會主席
Chairman of the Final Judging Panel
香港大學校長
Vice-Chancellor and President
The University of Hong Kong

孫啟烈先生
Mr. Cliff Sun
香港工業總會主席
Chairman
Federation of Hong Kong Industries

施家禮先生
Mr. Kelly Sze
香港設計師協會主席
Chairman
Hong Kong Designers Association

唐裔隆先生
Mr. Gabriel Tong
Chief Executive Designer
Totex Design Limited

楊志華先生(代馮立中博士)

Mr. Harry Yeung (representing Dr. Richard Fung)

香港標準及檢定中心營運總監

Chief Operations Officer

Hong Kong Standards & Testing Centre Ltd.

馮立中博士

Dr. Richard Fung

香港標準及檢定中心總裁

Chief Executive

Hong Kong Standards & Testing Centre Ltd.

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白金贊助機構 PLATINUM SPONSORS

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香港科技園公司 Hong Kong Science and Technology Parks Corporation
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金柏科技有限公司 Compass Technology Company Limited
九龍巴士(一九三三)有限公司 The Kowloon Motor Bus Co (1933) Ltd.
李錦記有限公司 Lee Kum Kee Co., Ltd.
香港玩具廠商會 The Toys Manufacturers' Association of Hong Kong
群邦實業有限公司 Billabong Enterprises Company Limited
香港玩具協會 Hong Kong Toys Council
金昇家品有限公司 Golden Sun Home Products Ltd.
百達製衣有限公司 Hong Kong Garment Mfg Co Ltd
廣達實業有限公司 Qualidux Industrial Co. Ltd.
正昌集團 Dunwell Group

Consumer Product Design

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