Powering the Everyday

From AI concierges and thermal sensors to personalised content and seamless payments, tech start-ups in Hong Kong are making daily life safer, smarter and more convenient

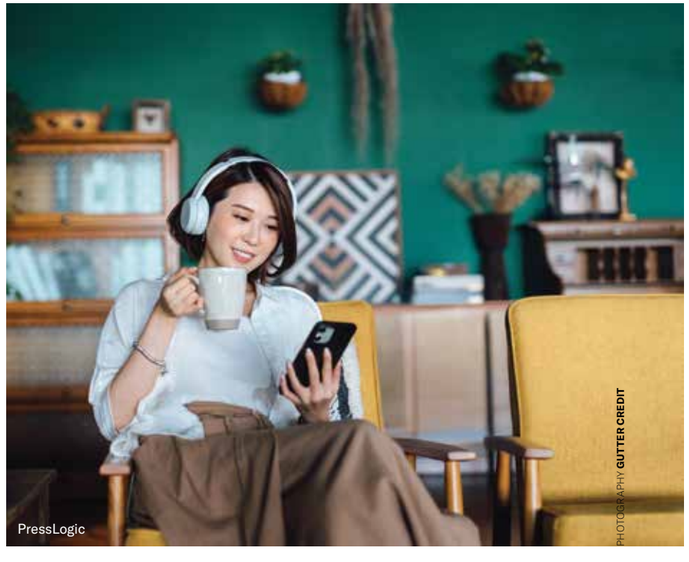
Meridian Innovation

Technology often feels distant—tucked away in labs, offices or data centres. Yet the real magic happens in life's simplest moments: when your air conditioner anticipates the perfect temperature, your social media feels uncannily personal, online shopping crosses borders with a single click or a hotel check-in begins with a tap, not a queue. In Hong Kong, a new generation of start-up founders is quietly weaving technology into the fabric of everyday life.

Here's how four innovative breakthroughs make a weekend feel smoother, from the first brew of coffee to a well-earned staycation.

SMARTER HOMES START HERE

Slow, sunlit Saturday mornings are all the more relaxing when you're secure in the knowledge your home is safe—there's no need for stress when you know you can leave your sourdough in the oven while you check on your family without fear, and that you'll be alerted should something happen in the kids' room. Behind this ease is Meridian Innovation, a semiconductor start-up developing advanced thermal imaging sensors for everyday life. Powered by its patented SenXor complementary metal-oxide semiconductor technology, these sensors detect heat and translate it into data that appliances—from air conditioners to microwaves and range hoods—use to fine-tune comfort and enhance safety, including early fire prevention. They also enable privacy-protecting monitoring for babies or the elderly, detecting falls or temperature changes through body heat rather than visible images. With operations in Hong Kong, Singapore, the US and the UK, the company is redefining what it means to feel at home in a smarter world.


PressLogic

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STORIES THAT UNDERSTAND YOU

After breakfast, you reach for your phone—and every social media post seems tailored just for you: that perfectly timed skincare review, that winter travel edit, that restaurant reel. Behind this intuitive experience is PressLogic, a Hong Kong-born ad-tech ecosystem innovator that merges data and content creativity to understand what audiences truly want. The company operates ten media outlets, including three of the top lifestyle brands in Hong Kong, which collectively generate over 500 million monthly content impressions and attract more than 20 million followers across seven Asian markets. Its proprietary AI-powered analytics and chatbot help its own media labels and brand partners connect with audiences more meaningfully, offering insights on everything from trending topics to optimal posting times. With a planned Nasdaq listing on the horizon, the company is proving how homegrown creativity can scale across borders and screens.

Blue Pin

Ksher

SHOPPING WITHOUT BORDERS

A leisurely afternoon calls for a little online shopping—and with Ksher, checking out is as effortless as discovery. Whether you're buying clothes from Thailand or gadgets from Singapore, this fintech start-up makes paying across borders as simple as buying from a local store. It connects more than 200 million consumers in Southeast Asia to merchants, ensuring secure, instant transactions, serving as a regional payment partner for e-commerce platforms Alibaba International and Lazada. With comprehensive licences and partnerships with Southeast Asian and global financial institutions, such as Citi, Visa and Standard Chartered, the company enables small- and medium-sized businesses to reach new markets, while as shoppers, we enjoy the freedom of making purchases whenever and wherever we choose. With Ksher, now everyone can trade.

CHECK-INS, ELEVATED

Evening falls, the city lights up and you decide to treat yourself to a weekend staycation—a break that begins the moment you step into the lobby. No queues, no forms, just a warm greeting from Blue Pin's AI-powered Smart Guest Services Robot, which verifies your booking, processes your payment and provides your room key in minutes. This technology is already streamlining operations at 70 hotels in 17 cities across Apac and European markets, with partnerships including InterContinental Hotels Group and Dorsett Hospitality International to help travellers make the most of their stay. Its commitment to smart hospitality has earned accolades such as a certificate of merit at the Asia Smart App Awards 2024, gold and silver medals in the 2021 special edition of the Geneva International Exhibition of Inventions and outstanding smart hotel enablement solution at the Smart Living Partnership Awards 2021.

INNOVATION AT EVERY TURN

These four companies, which are transforming the rhythm of daily life, are proudly supported by the Hong Kong Science & Technology Parks Corporation (HKSTP). As the city's largest I&T ecosystem, it nurtures more than 25,000 innovators and 2,400 technology companies—including 13 unicorns—collectively shaping a tech-driven future. Together, these trailblazers invite the world to Keep Up with Hong Kong and HKSTP—where bold ideas spark real-world impact. Learn more about their work and vision on HKSTP's official website.