



## Press Release

*For Immediate Release*

### **HKSTP Tech Ventures Honoured with International Innovation Awards at CES 2024** *20 startups Showcase R&D Strengths at the “Hong Kong Tech” Pavilion*

- HKSTP collaborates with the Hong Kong Trade Development Council and the Hong Kong Electronic Industries Association Ltd to participate in CES 2024.
- The delegation establishes the “Hong Kong Tech” pavilion to showcase a variety of local R&D achievements across four cutting-edge innovation sectors: “AI and Data”, “Advanced Manufacturing”, “Life & Health”, and “Sustainability”.
- HKSTP announces two of its park companies have received “CES Innovation Awards” at CES 2024. AI Guided Limited’s “GUIDi™ Smart Belt” was awarded in the “Accessibility and Aging Tech” category, and Sitan Semiconductor International Co. Limited’s “0.13” micro-LED Display Module” in the “XR Technologies and Accessories” category.

**(Hong Kong, 10 January 2024)** — Hong Kong Science and Technology Parks Corporation (HKSTP) is attending the celebrated Consumer Electronics Show 2024 (CES 2024) in Las Vegas, US. HKSTP along with the Hong Kong Trade Development Council and the Hong Kong Electronic Industries Association Ltd (HKEIA), is leading a delegation of 20 Hong Kong innovative technology enterprises to participate in the prestigious showcase. The “Hong Kong Tech” pavilion, an exhibition area located within CES’s Eureka Park – specifically designed for startups – is showcasing a variety of local R&D achievements across four cutting-edge innovation sectors that create better quality of life: “AI and Data”, “Advanced Manufacturing”, “Life & Health”, and “Sustainability”.

Two of HKSTP’s Park companies have received “CES Innovation Awards” at CES 2024. Both award-winning companies have participated in HKSTP’s Incubation and Acceleration Programmes.

- AI Guided Limited’s “GUIDi™ Smart Belt” won in the “Accessibility and Aging Tech” category. This smart belt offers real-time, 360-degree navigation and route guidance for visually impaired people through MEMS and AI technology, enhancing their travel safety and independence.
- The “0.13” Micro-LED Display Module” developed by Sitan Semiconductor International Co Limited, features an ultra-high pixel density (10,000 ppi) and provides AR/XR products with the advantages of vivid and genuine colour, long lifetime, and excellent product efficiency. It also received an Innovation Award in the “XR Technologies and Accessories” category at CES.

The “CES Innovation Awards” represents the highest distinction at CES, recognising products that demonstrate unparalleled innovation over the past year. These products are evaluated based on their engineering quality, aesthetics, design, practical value, uniqueness, and their impact on improving quality of life. Other innovative Hong Kong technologies also attracted considerable interest at the show, with business matchmaking sessions organised to generate extensive business opportunities for Hong Kong’s tech start-ups, both locally and globally.



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- HairCoSys demonstrated a new hair care application powered by big data and AI to assess hair health. The application can easily be installed on tablets, enabling users to check their hair health at their convenience, wherever they are, and obtain personalised care plans.
- Mangdang Technology has engineered the Mini Pupper, a quadruped robot powered by open-source software targeted to STEAM education. The new generation of robotic tool features simultaneous localisation and mapping functions, allowing it to navigate and move around autonomously. The front camera utilises AI to recognise objects and even gestures, providing a multifaceted platform for building a sophisticated robotic application based on users' needs.

Furthermore, Ir Dr HL Yiu, Chief Corporate Development Officer of HKSTP, will attend the “Talk to China” dialogue series. He will share his insights on cutting-edge I&T trends, industry development, and how HKSTP is fostering global startup expansion.

For more information on the R&D technological achievements from Hong Kong, you are invited to visit the “Hong Kong Tech” pavilion. Below please find the details:

**CES 2024**

Date: 9 to 12 January 2024

Venue: Las Vegas Convention Center, Las Vegas, US

Booth No: Hall G – 63400, Eureka Park, Venetian Expo

**“2024 CES Talk to China Dialogue” Forum Series presented by TMTPOST Group**

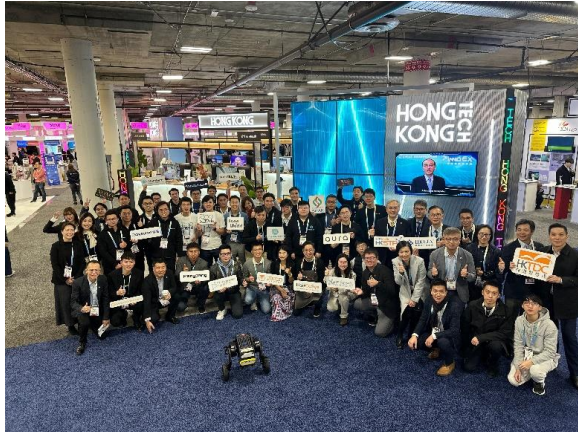
Speaker: Ir Dr HL Yiu, Chief Corporate Development Officer of HKSTP

Date: 10 January 2024

Time: 10:00am – 10:20am (US Time)

Venue: Booth #2401, Tech East, Westgate, Las Vegas, US

Website: <https://www.tmtpost.com/event/2024/ces/>



**Photo 1:** HKSTP is collaborating with the HKTDC and the HKEIA and is leading 20 Hong Kong tech ventures to participate in CES 2024, being held from 9 to 12 January 2024.



**Photos 2-3:** Innovative Hong Kong technologies attracted considerable interest at the show, many visitors visited “Hong Kong Tech” Pavilion, including the multinational tech giant Microsoft, business partners, buyers and investors.



**Appendix 1: The two HKSTP Park companies awarded at CES Innovation Awards 2024**

<b>Company Name</b>	<b>Category</b>	<b>Product</b>
AI Guided Limited	Accessibility & Aging Tech	GUIDi - AI Smart Belt
	<p>Product Description: GUIDi is an AI smart belt empowering visually impaired people by implementing MEMS and AI technology to wearable devices. We help users achieve their personal and highly intelligent navigation system independent of the internet or GPS. The device works with dual wide-angle cameras, a customised edge AI module with sensor integration, a haptic navigation system, and voice command. The accompanying mobile app allows convenience by featuring voice command support and over-the-air updates, ensuring continuous improvement and cutting-edge functionality. Goodbye to limitations and hello to freedom as GUIDi empowers visually impaired people with a seamless navigation experience in any environment.</p> <p><a href="#">Learn more</a></p>	
Sitan Semiconductor International Co. Limited	XR Technologies & Accessories	0.13" Micro LED Display Module
	<p>Product Description: Sitan's 0.13" 1024*768 Micro-LED Display Module features ultra-high pixel density (10000ppi). With the inherent advantages of high brightness, long lifetime, and high efficiency of micro-LEDs, it is the best choice for display units of AR/XR products.</p> <p><a href="#">Learn more</a></p>	



**Appendix 2: List of 20 Hong Kong tech startups to be exhibiting at the CES Eureka Park section, within the “Hong Kong Tech” booth (Booth number: Venetian Expo, Hall G — 63400 — Eureka Park)**

No.	Theme	Company Name
1	Advanced Manufacturing	Atom Semiconductor Technologies Limited
2	Life & Health	AI Guided Ltd
3	AI & Data	D-Engraver Limited
4	Advanced Manufacturing	Direct Drive Technology Limited
5	Advanced Manufacturing	Doctech HK Limited
6	Sustainability	Film Players Limited
7	Life & Health	HairCoSys Limited
8	Sustainability	Invisible & Innovative Technology Co Ltd
9	AI & Data	Mangdang Technology Co, Limited
10	Sustainability	Novelte Robotics Ltd
11	Advanced Manufacturing	Raysolve Technology Company Limited
12	AI & Data	Scan the World Limited
13	Advanced Manufacturing	Sitan Semiconductor International Co Limited
14	Life & Health	Syngular Technology Limited
15	Life & Health	Talos Innovation Limited
16	Advanced Manufacturing	Watts Optical Instruments Ltd.
17	Sustainability	XOXO Beverages Limited
18	Life & Health	Zoo Gears Limited
19	Life & Health	Aura Circle Limited
20	AI & Data	Big Bang Academy

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**About Hong Kong Science and Technology Parks Corporation**

Hong Kong Science and Technology Parks Corporation (HKSTP) was established in 2001 with a mission to position Hong Kong as an international innovation and technology (I&T) hub. HKSTP has created a thriving I&T ecosystem supporting over 10 unicorns with more than 13,000 research professionals and around 1,600 technology companies from 24 countries and regions focused on healthtech, AI and robotics, fintech and smart city technologies.

We offer comprehensive support to attract and nurture talent, accelerate and commercialise innovation for technology ventures on their I&T journey. Our growing innovation ecosystem is built around our key locations of Hong Kong Science Park in Shatin, InnoCentre in Kowloon Tong and three modern InnoParks in Tai Po, Tseung Kwan O and Yuen Long. The three InnoParks are realising a vision



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of new industrialisation for Hong Kong, where sectors including advanced manufacturing, micro-electronics and biotechnology are being reimagined for a new generation of industry.

To support Hong Kong's future development and its growing demands of the I&T industry, HKSTP is actively connecting the city with Shenzhen. This aims to strengthen cross-border exchange, attract technology companies as well as talent from around the world, helping them go global by exploring the mainland China and overseas markets.

Hong Kong Science Park Shenzhen Branch in Futian, Shenzhen, opened in September this year with a gross floor area of 31,000 square meters. The two buildings provide both dry and wet laboratories, co-working areas, conference and exhibition spaces, and more. We will focus on attracting enterprises in seven key areas: Medtech, big data and AI, robotics, new materials, microelectronics, fintech and sustainability.

Through our infrastructure, services, expertise, and network of partnerships, HKSTP will help establish I&T as a pillar of growth for Hong Kong, while reinforcing the city's international I&T hub status as a launchpad for growth at the heart of the GBA innovation powerhouse.

More information about HKSTP is available at [www.hkstp.org](http://www.hkstp.org).

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