(Press Release)

LSCM R & D Centre's "Virtual Reality/Augmented Reality Technology Forum" Gathers Academics and Industry Practitioners VR & AR Bring Breakthroughs in Business

(Hong Kong, 13th June, 2016) "Virtual Reality/Augmented Reality Technology Forum" (VR/AR), organised by the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) was held at the Cyberport today, to explore the NEXT BIG TREND – VR and AR. The Forum was attended by **Dr Dorothy Chan, BBS**, Chairlady of The Finance and Administration Committee, LSCM R&D Centre, **Mr. Herman Lam**, Chief Executive Officer, Hong Kong Cyberport Management Company Limited, **Prof. Henry Lau**, Department of Industrial and Manufacturing Systems Engineering, University of Hong Kong, **Dr Alan Lam**, Founding Chairman, Technology Incubation Network, **Dr Tim Huang**, Department of Building and Real Estate, Hong Kong Polytechnic University and **Mr. Jack Zhang**, Founding Chairman, Hong Kong Flying Club Association, followed by a panel discussion on "Virtual Reality/Augmented Reality Application Development in Hong Kong" moderated by **Mr. Simon Wong**, Chief Executive Officer, LSCM R&D Centre.

In recent years, VR and AR have brought about breakthroughs in many facets of businesses including staff training in logistics and supply chain, museum exhibition, construction virtual prototyping, drone and mapping, just to name a few. **Mr. Simon Wong**, Chief Executive Officer, LSCM R&D Centre said, "the Forum aimed at enhancing exchanges among academics and industry practitioners on their pain-points in adopting the technology, how to make use of VR/AR for valuable business proposition, and how VR/AR could be offered to businesses with low adoption barrier."

Virtual Airport for Staff Training

Prof. Henry Lau, Associate Professor of the Department of Industrial and Manufacturing Systems Engineering, the University of Hong Kong remarked, "We have developed a virtual air cargo loading environment for the related staff training. The expensive landing fee at the airport is not cost effective for staff training, nor is it possible to rent an empty aircraft for this purpose. Now, with the simulated 3-D cargo aircraft environment and a custom-designed eLearning program, the staff can be trained by literally stepping out from the virtual cargo terminal, climbing up the stairs to the boarding gate, and experiencing the virtual cargo plane down to minute details with step by step instructions."

Virtual Simulation Technology for Construction Accuracy and Safety

Under the leadership of Prof. Li Heng, the Construction Virtual Prototyping Laboratory (CVP Lab) provides a capability to "construct in the computer". CVP Lab is working closely with the construction industry, **Dr Tim Huang** said, "the construction industry always looks for creative, cost-effective and competitive solution. We can test construction in the laboratory and reduce the risks associated with construction projects which are popular among the industries. You only have one chance to get it right because if you are wrong, there can be tremendous damage and death."

Technology Forum to facilitate knowledge exchange

To develop core technological competencies and enhance efficiency in the logistics and supply chain industries, the LSCM R&D Centre has undertaken industry-oriented research projects involving businesses and universities. VR/AR is one of the most popular topics and can be widely applied in different industries. This forum gathers the local experts in VR and AR and share their views and experiences on VR/AR technology, and followed by a panel discussion on "Virtual Reality/Augmented Reality Application Development in Hong Kong" and a business matching session, to facilitate the knowledge exchange between the academia and the industry.

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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