

ISE Students Excel in the Most Innovative Application for Local and Taiwan RFID Awards

Congratulations to Miss Chung Chun Lan, Mr Kwong Kuk Hung, Miss Lau Wing Yu, and Miss Wu Wing Sum, postgraduate and undergraduate students from the ISE Department, for winning the Gold Award in the “Most Innovative EPC/RFID Application” category of the HK U-21 RFID Awards 2013. This event was organized by GS1 Hong Kong. The awarded project was even nominated for the Hong Kong-Taiwan EPC/RFID Academia Awards 2013, which is co-organized by GS1 Hong Kong and GS1 Taiwan. The project won the “Best Research Awards” among the student teams from Hong Kong and Taiwan.

The awarded project entitled “Design and Development of NFC-based Mobile Application for Anti-Counterfeiting in Designer Bag Manufacturer” which was supervised by Dr W.H. Ip, Dr C.K.M. Lee, and Dr G.T.S. Ho, aimed to combat the counterfeiting activities in the designer bag industry and raise the cost-to-break of counterfeiters. A near field communication-based (NFC-based) mobile application named “Check It Yourself” was designed and developed for authentication before purchasing any goods to solve the counterfeit problem.

The students incorporated the idea of anti-counterfeiting with modern technologies such as Near Field Communication (NFC) technology, cloud computing, EPC network, mobile technology, and anti-counterfeiting technology to initiate an innovative mobile application that possesses distinct features and addresses market needs.

By using this NFC-based mobile application, people can use their NFC-enabled smartphones to tap the tag attached on the product, authenticate the product, and even report the product to the manufacturers if any counterfeit product is identified. Thus, people are able to distinguish any counterfeit products themselves by using this user-friendly, trustworthy, instant, and effective mobile application.



Miss Lau Wing Yu and Mr Kwong Kuk Hung at the HK U-21 RFID Awards 2013.



Miss Lau Wing Yu and Mr Kwong Kuk Hung presenting their project.



Miss Lau Wing Yu and Mr Kwong Kuk Hung demonstrating the mobile application “Check it Yourself.”