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Josephine Lam: SmarTone leads the industry in 5G development, and collaborates closely with the Group to drive digital transformation and contribute to Hong Kong's transition to a smart city

Competition in the local telecommunications industry has always been fierce, and SmarTone has long enjoyed the trust of its customers by providing quality network and customer services. Josephine Lam, Head of Marketing & Sales of SmarTone, said the company has experienced different eras of mobile communication since its beginnings in 1992. "We are now in the 5G era, and its ultra-high-speed, low-latency, and mass connectivity features provide users with a faster network experience, making everyday life more convenient and businesses more digital and this presents many new opportunities for SmarTone."

SmarTone's 5G network leads the market Provides caring customer services

Hong Kong's 5G service was launched in mid-2020, attaining the third highest network coverage in the world after only a short period of time, trailing only the Mainland and South Korea. The SmarTone 5G network provides nearly full coverage of Hong Kong, leveraging the industry-leading Dynamic Sharing Spectrum technology. It is Hong Kong's only mobile operator that provides 5G coverage in the Tai Lam Tunnel. With its high quality 5G network, SmarTone was selected as the 'Consumers' Best Preferred Mobile Service Operator for 5G' in an independent market survey.

Josephine said SmarTone has integrated AI and big data analytics when building its 5G network, enabling it to deliver a superior network experience. "Through big data analytics, we know which time periods and which areas have the

highest demand for 5G. Through our AI systems, we automatically allocate spectrum resources to relevant areas according to traffic demand, giving users a good network experience anytime, anywhere, even in remote hiking hotspots. In just one year, we accumulated over 100,000 5G users. Nearly 70% of our new customers have opted for our 5G service. This growth is encouraging, and we believe it will help the company increase its monthly average revenue per user (ARPU) in the long run."

In addition, SmarTone has launched the innovative SmarTone Home 5G Broadband service, ushering in an exceptional new era in home broadband where landlines are no longer necessary and service can be added whenever needed. Due to geographical constraints, 20% of households in Hong Kong lie outside of the fibre-optic network coverage, suffer from slow speed and unstable

connection, or do not have access to an affordable home broadband service. SmarTone uses 5G technology to address the pain points of these fixed network broadband users, providing a stable, smooth and more flexible home 5G broadband service. The coronavirus pandemic has given rise to work from home and eLearning arrangements, and SmarTone's Home 5G Broadband is a more convenient 'private broadband' option that helps fulfil their growing need of bandwidth.

Growing 5G enterprise solutions to create Group-wide synergy

The most promising thing about the development of 5G is its potential to change lives and business models. To fully explore the new opportunities at hand, SmarTone's professional Enterprise Solutions Team is committed to helping enterprise clients and partners improve their operational efficiency and customer experience

through the use of 5G technology. Josephine said that in recent years, SmarTone has actively cooperated with departments and subsidiaries of the SHKP Group, engaging in projects such as the SmartWorks solution, developed for the Construction Department. This system improves site safety and efficiency. It also won the First Prize in the Construction Safety Category of the Construction Industry Council Construction Innovation Award. In addition, SmarTone developed Hong Kong's first 5G SmarTransport Safety Monitoring System in cooperation with Route 3 (CPS), using technologies such as IoT motion-detection cameras, AI analytics and cloud-based video analytics platforms to instantly detect and identify jaywalkers, triggering real-time alerts to safeguard road users and improve tunnel traffic safety.

"In recent years, SmarTone has worked actively with hotels in the Group to introduce Smart Hotel management systems. For example, a smart self-check-in and check-out system was implemented at ALVA HOTEL BY ROYAL in Sha Tin; a smart in-room control system was also installed, allowing guests to control room appliances, lighting and temperature with an iPad." SmarTone has also partnered with SHKP shopping malls to introduce Smart Restroom. With the high-speed 5G network and multiple sensors installed in mall restrooms, the availability of restrooms on each floor can be displayed on screens at restroom entrances to direct foot traffic and shorten queuing time.

Josephine said the potential of enterprise solutions is promising. "SmarTone has created a powerful synergistic effect within the Group, and our team is actively communicating with various departments and subsidiaries, using 5G, together with other advanced technology applications, to resolve different operational 'pain points' and assist in accelerating the Group's digital transformation," she said. "The successful application of these enterprise solutions has provided good examples to help us identify new opportunities. We are currently in discussions with government departments and organisations about how we can apply 5G in related business areas. I believe that with the increasing popularity of 5G applications, the demand for 5G enterprise solutions in the market will intensify."

Launching 5G LAB to help strengthen the ecosystem

Two months ago, SmarTone launched its 5G LAB, which measures about 465 square

“ Moving from 4G to 5G not only brought about faster internet, but also big differences in people's lives and businesses. In the 5G era, SmarTone has assumed the role of 'system integrator' in developing a wide variety of 5G applications and driving Hong Kong's 5G digital transformation into a smart city. 从4G到5G，不仅令网络速度跃进，同时为市民生活甚至企业带来全方位的改变。在5G时代，SmarTone担当'系统整合者'的角色，开发多元化5G应用，推动香港5G数码化转型，迈向智慧城市。 ”

metres (5,000 square feet). Located on the Sky100 Hong Kong Observation Deck at the International Commerce Centre, this exhibition showcases how Hong Kong is leading the way with 5G development and the infinite possibilities of 5G technology. In addition to demonstrating SmarTone's 5G enterprise solution applications, the 5G LAB also features the latest everyday 5G applications, as well as an area for start-ups to showcase their innovative ideas. Josephine said that another purpose in setting up the exhibition was to stimulate local young people's interest and creativity regarding this innovative technology, "Our team is committed to taking on the role of driving the growth of 5G in Hong Kong, working together with interested parties to strengthen the 5G ecosystem in Hong Kong, and encouraging the industry's 5G application development."

The 5G LAB will continue to display 5G enterprise applications that SmarTone developed jointly with different businesses in the Group, including Kowloon Motor Bus (KMB). Through SmarTone's 5G network, KMB can conduct a statistical analysis of the number of passengers riding on buses, giving passengers real-time bus occupancy updates via the KMB mobile app. It also allows the bus company to stay apprised of queue lengths at bus stops and immediately adjust bus schedules to handle the passenger flow, improving both the passenger experience and the operational efficiency of the bus company. The 5G LAB will also display 5G smart retail solutions for the YATA Department Store, using new technologies to improve the customer shopping experience.

Working for the future

Prior to taking on the mantle of Head of Marketing & Sales at SmarTone, Josephine was the Group's Marketing Director, working on major projects including the establishment of brand positioning and marketing strategy of YOHO Town, and operations of the Sky100 Hong Kong Observation Deck. She said these different projects showed her the Group's commitment to bringing about a vision of change for the future, "YOHO Town at that time, for example, was about creating a youthful culture of life and community that would bring fashion and vitality to local areas. Similarly, when I was running the Sky100 Hong Kong Observation

Deck, the Group wanted to give Hong Kong a tourist tower comparable to those in other major international cities, so that more travellers and citizens could enjoy the different features of Hong Kong." In developing its 5G business today, SmarTone's mission is to build a smart city for all, she said. "We are transitioning from being a 'mobile operator' to a 'system integrator', working with the Group and various industries to promote digital transformation and do our bit to grow Hong Kong into a smart city."

Stay curious and keep a finger on the pulse of the market

With the growth of the telecommunications industry tying in more and more closely with new technology applications, the demands on the SmarTone team are naturally increasing. She said that the company has always enjoyed the trust of its customers. In addition to providing a fast and stable network, the company's professional service team offers thoughtful and attentive customer service. Under the new 5G normal, the market now has different needs, and the team needs to keep its finger on the pulse to keep up with new trends and technological requirements. The company will therefore recruit new talents in cybersecurity, big data analytics and e-commerce to capitalize on new opportunities and provide SmarTone customers with a different experience.

When it comes to team building and training, Josephine also has her own golden rule. "I place a great deal of importance on cultivating the curiosity of my colleagues, as it encourages continuous learning," she said. Since her team needs to work with different business partners to develop enterprise solutions, they are often scheduled for cross-industry exchanges as a part of their in-house training. "We arranged for the teams to visit technology companies on the mainland once to learn about new applications, such as fish farming and drone irrigation. Although this seems irrelevant to the business, we encourage our teams to look beyond their own perspective and understand new trends in technology, which naturally helps to inspire creativity, springing new services for our customers."

林宝彤：SmarTone 5G发展领先业界 配合集团一起推动数码转型及引领香港智慧城市发展



Josephine explains that the aim of establishing the 5G LAB is to display the features of some of Hong Kong's latest 5G applications, inform the public of the latest trends in 5G development in Hong Kong, and show how the 5G infrastructure will support Hong Kong's development as a smart city and a digital hub
林宝彤解释，成立“5G LAB”的目的，旨在通过展出香港最新的5G科技应用，让公众了解香港5G的领先发展，以及5G如何支持香港发展成智慧城市和创新科技中心

本地通讯业向来竞争激烈，SmarTone凭着优质的网络及客户服务，一直得到顾客信任。SmarTone市场营销及销售部主管林宝彤指出，公司自1992年成立以来，经历移动通信发展的不同时代。她表示：“现在已进入5G时代，其超高速、低延时及泛连接的特性，不仅令大众得到更快的上网体验，同时为日常生活带来更多方便，企业更趋数码化，这也为SmarTone带来不少新机遇。”

5G网络领先市场 贴心客户服务

香港5G服务自去年中开始启动，网络覆盖率在短期内已达至全球第三位，仅次于内地和南韩。数码通5G网络现在几乎已覆盖全港，并采用创新的动态频谱共享技术，也是香港唯一于大榄隧道提供5G覆盖的网络运营商。凭着优质的5G网络，令SmarTone在一个独立市场调查，被消费者评为首选的5G网络。

林宝彤表示SmarTone在建构5G网络时，结合了人工智能和大数据分析，故此能提供更优质的网络服务：“通过大数据分析，我们掌握了哪个时段和地区较多人使用5G服务；并通过人工智能系

统，自动将频谱资源分配到相关地区，令用户无论任何时间、身处何地，即使在偏僻的远足热点，都可以得到良好的网络体验。在短短一年时间，我们已累积了十多万个5G用户；新客户中有接近七成是选用5G服务，增长数字令人鼓舞，相信长远有助公司提升每月每户平均收入（ARPU）。”

此外，SmarTone还创新推出“Home 5G宽带服务”，开启开创性的家居宽带新时代，毋须上门安装及拉线，亦可以随时按需要添加服务。事实上，全港有两成家庭，因为居住地点所限，光纤网络未能覆盖到，又或者网速和稳定性不

理想，或未能使用价格合理的家居宽带服务。SmarTone借着5G技术直击固定宽带的痛点，为用户提供稳定畅顺的家居5G宽带服务，比固定宽带更加方便灵活。由于受到疫情影响，很多人需要在家工作及上网课，上网需求大增，SmarTone“Home 5G宽带服务”就可以成为他们的“私人宽带”，提供另一个更方便的选择。

发展5G企业方案业务 与集团业务形成协同效应

5G发展最令市场憧憬的，是其改变生活和营商模式的潜力。为了迎接其中的新机遇，SmarTone的专业企业方案团



Josephine enjoys challenges and set herself the goal of learning a new skill every year. She was involved in dragon boating last year and is learning to play the piano this year
林宝彤喜欢接受挑战，更为自己订下每年学一种新技能的目标。去年她学习划龙舟，今年则学弹钢琴

队，致力通过5G科技，协助企业客户及合作伙伴提升营运效率及客户体验。林宝彤表示，近年SmarTone积极与新鸿基地产集团多个部门和附属公司合作，例如为建筑部研发的“SmartWorks智安健”系统，提升安全水平和工作效率，更荣获“建造业议会创新奖”建造安全组第一名。另外，SmarTone又与三号干线（郊野公园段）合作开发全港首个“5G智能交通安全管理系统”，通过物联网动态侦测相机、人工智能及云端视像分析平台等技术，实时侦测及识别误入隧道范围的人士，保障道路使用者安全。

“SmarTone近年亦与集团旗下酒店合作，引进智能酒店管理系统。例如于沙田帝逸酒店引入智能自助登记入住及退房系统；房间亦采用智能控制系统，住客可利用平板电脑控制设施、灯光和温度。”另外，SmarTone亦与集团旗下商场合作引进智能洗手间系统，通过高速的5G网络及连接多个装置于商场楼层洗手间内的传感器，于洗手间入口的屏幕上显示各楼层洗手间的使用情况，以实现分流。

林宝彤表示，企业方案业务的潜力令人期待：“SmarTone 5G跟集团产生了强大的协同效应，我们的团队积极与集团各部门和附属公司沟通，共同利用5G配合其他先进技术的应用去解决营运上不同的‘痛点’，配合集团一起推动数码转型；另一方面，这些成功应用的企业方案，亦成为良好示范，有助我们寻找机遇。现在我们正与政府部门和机构洽谈如何于相关的业务范畴上应用5G。相信随着5G应用日渐普及，市场上对5G企业方案的需求会更加迫切。”

开设5G LAB助扩大生态圈

SmarTone于两个月前在环球贸易广场的天际100香港观景台，开设了面积约465平方米（5,000平方呎）的“5G LAB”，展示香港领先的5G发展步伐和5G的无限可能性。馆内除陈列SmarTone 5G企业方案应用外，还展出5G于日常生活的最新应用，以及划出一个区域让初创公司展示其创新理念。林宝彤表示，设立这个展览馆另一目的希望激发本地青年人对科创的兴趣并发挥创意：“我们的团队致力肩负起带动香港5G发展的角色，共同壮大香港的5G生态圈，推动业界开发更多5G应用方案。”

5G LAB将会继续展示跟集团旗下不同业务合作开发的5G企业应用，包括跟九龙巴士推出通过SmarTone的5G网络，统计并分析巴士车厢内乘客人数的业务，让乘客可实时于手机应用程序知悉车厢的容量情况；而巴士公司亦可掌握巴士站候车人数，实时调动班次配合乘客流量，为乘客带来更佳搭乘体验，并为巴士公司提升营运效率。另外，亦将展示一田百货的5G智能零售方案，以崭新科技提升客户消费体验。

为未来而努力

在成为SmarTone的市场营销及销售部主管之前，林宝彤亦曾在集团担任市场营销总监，参与过多个主要的项目，其中包括创立元朗YOHO Town的品牌定位及市场策略，以及天际100香港观景台的营运。她表示自己在不同项目上，均看到集团致力为未来带来改变的愿景：“就像当年YOHO Town，其实是要创造一个年轻

的生活文化和社群，为区域注入时尚与活力；同样营运天际100香港观景台时，集团希望为香港带来一个能媲美其他国际城市的观光塔，让更多旅客和市民，欣赏到香港不同的特色美景。”至于SmarTone现在发展5G业务，亦本着建设智慧城市的使命。“我们正从一个‘移动网络供应商’，转变成‘系统整合者’，与集团和各行业共同合作，促进数码转型，为香港智慧城市发展出一份力。”

保持好奇心 掌握市场脉搏

如今电讯业发展与新科技应用关系愈趋密切，对SmarTone团队的要求自然日益提高。林宝彤坦言，公司一直深得客户的信任，除了提供高速而稳定的网络外，还有一班专业的服务团队为顾客提供安心及贴心的服务。而于5G新常态下，市场催生出更多不同需求，为配合新趋势及科技要求，公司团队亦需要与时俱进，将招募网络安全、大数据分析和电子商务等各方面的人才，以把握新机遇及为客户带来不一样的体验。

对于建立及培训团队，林宝彤也有一套哲学。“我重视培养同事的好奇心，因为这样才能驱使人不断学习。”她表示由于同事需要与不同的企业伙伴合作研发企业方案，所以在内部培训中，会不时安排他们进行跨行业的交流。“我们曾安排同事到内地考察科技公司，了解以人工智能系统养鱼及无人机灌溉农作物等新技术应用。虽然这看似跟公司业务没有关系，但我们鼓励同事要突破自己的眼界，掌握科技新趋势，自然有助启发创意，为客户带来更多新服务。”