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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 5,000 square feet.

> 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. 從4G到5G，不僅令網絡速度躍進，同時為市民生活甚至企業帶來全方位的改變。在5G時代，SmarTone擔當「系統整合者」的角色，開發多元化5G應用，推動香港5G數碼化轉型，邁向成為智慧城市。

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."

林寶彤：SmarTone 5G發展領先業界　配合集團一起推動數碼轉型及引領香港智慧城市發展

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
林寶彤解釋，成立「5G LAB」的目的，旨在透過展出香港最新的 5G 科技應用，讓公眾了解香港 5G 的領先發展，以及 5G 如何支持香港發展成智慧城市和創新科技中心

本地電訊業向來競爭激烈，SmarTone憑著優質的網絡及客戶服務，一直得到顧客信任。SmarTone市務及銷售部主管林寶彤指出，公司自1992年成立以來，經歷流動通訊發展的不同時代。她表示：「現時已進入5G時代，其超高速、低時延及泛連接的特性，不僅令大眾得到更快的上網體驗，同時為日常生活帶來更多方便，企業更趨數碼化，這亦為SmarTone迎來不少新機遇。」

5G網絡領先市場　貼心客戶服務
香港5G服務自去年中開始起動，網絡覆蓋率在短時間內已達至全球第三位，僅次於內地和南韓。數碼通5G網絡現已接近覆蓋全港，並採用創先的動態頻譜共享技術，亦是全港唯一網絡商於大欖隧道提供5G覆蓋。憑著優質的5G網絡，令SmarTone在一個獨立市場調查中，被消費者評為首選的5G網絡。

林寶彤表示SmarTone在建構5G網絡時，結合了人工智能和大數據分析，故此能提供更優質的網絡服務：「透過大數據分析，我們掌握了哪些時段和地區較多人使用5G服務；並透過人工智能系統，自動將頻譜資源分配到相關地區，令用戶無論任何時間、身處何地，即使在行山熱點，都可以得到良好的網絡體驗。在短短一年時間，我們已累積了十多萬個5G用戶；新客戶中有接近七成是選用5G服務，增長數字令人鼓舞，相信長遠有助公司提升每月每戶平均收入（ARPU）。」

此外，SmarTone亦創新推出「Home 5G寬頻服務」，帶來破格家居寬頻新時代，毋須上門安裝及拉線，亦可以隨時按需要即加服務。事實上，全港有兩成家庭，因為居住地點所限，光纖網絡未及覆蓋，又或者網速和穩定性不理想，或未能使用價錢合理的家居寬頻服務。SmarTone藉著5G技術為固網寬頻的苦主提供穩定暢順的家居5G寬頻服務，比固網寬頻更加方便靈活。由於受到疫情影響，很多人需要在家工作及上網課，上網需求大增，SmarTone「Home 5G 寬頻服務」就可以成為他們的「私人寬頻」，提供多一個更方便的選擇。

發展5G企業方案業務　與集團業務形成協同效應
5G發展最令市場憧憬的，是其改變生活和營運模式的潛力。為了迎接當中的新機遇，SmarTone的專業企業方案團隊，致力透過5G科技，協助企業客戶及合作夥伴提升營運效率及客戶體驗。林寶彤表示，近年SmarTone積極與新鴻基地產集團多個部門和附屬公司合作，例如為建築部研發的「SmartWorks智安健」系統，提升安全水平和工作效率，更榮獲「建造業議會創新獎」建造安全組第一名。另外，SmarTone又與三號幹線（郊野公園段）合作開發全港首個「5G智慧交通安全管理系統」，通過物聯網動態偵測相機、人工智能及雲端視像分析平台等技術，實時偵測及識別誤入隧道範圍的人士，保障道路使用者安全。

「SmarTone近年亦與集團旗下酒店合作，引進智能酒店管理系統。例如於沙田帝逸酒店引入智能自助登記入住及退房系統；房間亦採用智能控制系統，住客可利用平板電腦控制設施、燈光及溫度。」另外，SmarTone亦與集團旗下商場合作引進智慧洗手間系統，透過高速的5G 網絡及連接多個裝置於商場樓層洗手間內的感應器，於洗手間入口的屏幕上顯示各樓層洗手間的使用情況，以收分流之效。

林寶彤表示，企業方案業務的潛力令人期待：「SmarTone 5G跟集團產生了強大的協同效應，我們的團隊積極與集團各部門和附屬公司溝通，共同利用5G 配合其他先進技術的應用去解決營運上不同的『痛點』，配合集團一起推動數碼轉型；另一方面，這些成功應用的企業方案，亦成為良好示範，有助我們尋找機遇。現時我們正與政府部門和機構洽談如何於相關的業務範疇上應用5G。相信隨著5G應用日漸普及，市場上對5G企業方案的需求會更加殷切。」

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
林寶彤喜歡接受挑戰，更為自己訂下每年學一種新技能的目標。去年她學習划龍舟，今年則學彈鋼琴

開設5G LAB助擴大生態圈
SmarTone於兩個月前在環球貿易廣場的天際100香港觀景台，開設了面積約5,000平方呎的「5G LAB」，展示香港領先的5G發展步伐及展示5G的無限可能性。館內除陳列SmarTone 5G企業方案應用外，還會出5G於日常生活的最新應用，以及劃出一個區域讓初創公司展示其創新意念。林寶彤表示，設立這個展覽館另一目的希望激發本地青年人對創科的興趣及發揮創意：「我們的團隊致力肩負起帶動香港5G發展的角色，共同壯大香港的 5G生態圈，推動業界開發更多5G應用方案。」

5G LAB將會繼續展示跟集團旗下不同業務合作開發的5G企業應用，包括跟九龍巴士推出透過SmarTone的5G網絡，將巴士車廂內乘客人數作出統計及分析，讓乘客可實時於手機應用程式知悉車廂的容量情況；而巴士公司亦可掌握巴士站候車人數，即時調動班次配合乘客流量，為乘客帶來更佳乘搭體驗及為巴士公司提升營運效率。另外，亦將展示一田百貨的5G智能零售方案，以嶄新技術提升客戶消費體驗。

為未來而努力
在成為SmarTone的市務及銷售部主管之前，林寶彤亦曾在集團擔任市務總監，參與過多個主要的項目，當中包括創立元朗YOHO Town的品牌定位及市場策略，以及天際100香港觀景台的營運。她表示自己在不同項目上，均看到集團致力為未來帶來改變的願景：「就像當年YOHO Town，其實是要創造一個年輕的生活文化和社群，為社區注入時尚與活力；同樣營運天際100香港觀景台時，集團希望為香港帶來一個能媲美其他國際城市的觀光塔，讓更多旅客和市民，欣賞到香港不同的特色美景。」至於SmarTone現時發展5G業務，亦本著建設智慧城市的使命。「我們正從一個『流動網絡供應商』，轉變成『系統整合者』，與集團和各行業共同合作，促進數碼轉型，為香港智慧城市發展出一分力。」

保持好奇心　掌握市場脈搏
現時電訊業發展與新科技應用關係愈趨密切，對SmarTone團隊的要求自然日益提高。林寶彤坦言，公司一直深得客戶的信任，除了提供高速和穩定的網絡外，還有一班專業的服務團隊為顧客提供安心及貼心的服務。而於5G新常態下，市場催生出更多不同需求，為配合新趨勢及科技要求，公司團隊亦需要與時並進，將招募網絡保安、大數據分析和電子商貿等各方面的人才，以把握新機遇及為客戶帶來不一樣的體驗。

對於建立及培訓團隊，林寶彤也有一套哲學。「我重視培養同事的好奇心，因為這樣才能驅使人不斷學習。」她表示由於同事需要與不同的企業夥伴合作研發企業方案，所以在內部培訓中，會不時安排他們進行跨行業的交流。「我們曾安排同事到內地考察科技公司，了解以人工智能系統養魚及無人機灌溉農作物等新科技應用。雖然這跟公司業務看似沒有關係，但我們鼓勵同事要突破自己的眼界，掌握科技新趨勢，自然有助啟發創意，為客戶帶來更多新服務。」