

Hong Kong's Urban Best Practices Area Exhibition Experience

Smart Card. Smart City. Smart Life

城市最佳实践区香港展览

智能卡. 智能城市. 智能生活

Façade (展馆外墙)

The sleek surface of the six-metre high exhibition structure is animated with interactive video graphics that are sensitive to the patterns of visitor flow. Each pixel represents an individual entering the pavilion, or visiting the online exhibition. Graphics shown on the façade represent Hong Kong's connectivity and special characteristics.

展览结构高 6 米，光滑外墙会显示动画影像，影像会随参观人流模式而转变。每一个影像点，代表每名进入场地或浏览网上展览的参观者。外墙的影像展现香港内通外连、富有特色的主题。

Interactive Portals (互动装置)

Four interactive portals are installed at the façade for visitor access. These portals also demonstrate Hong Kong's excellent connectivity.

Visitors can access information about Hong Kong events during the Shanghai Expo period, take an e-photo, send an e-postcard, play mini-games, visit the virtual Hong Kong Pavilion and Hong Kong's UBPA Exhibition Online, and learn more about Hong Kong.

The portals are connected with two other portals at the Hong Kong Pavilion, as well as two locations in Hong Kong – the Hong Kong Science Museum and Hong Kong International Airport. Visitors can take part in real-time video chat with other people accessing other portals to “connect” with Hong Kong.

展馆外墙设有四个互动装置供参观者使用，这些装置展示香港的内通外连。参观者可透过互动装置，获取香港参博的活动资料、拍

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HONG KONG @ EXPO

Hong Kong Pavilion - "Hong Kong - Potential Unlimited", Zone A, Pudong, Adjacent to Chinese National Pavilion

Hong Kong's Urban Best Practices Area Exhibition - "Smart Card · Smart City · Smart Life", Hall B4-2, Zone E, Puxi

參與世博 連繫香港

Connect to Hong Kong at Shanghai Expo

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照、制作明信片、玩电脑游戏、浏览网上香港馆及网上城市最佳实践区香港展览，以及认识更多有关香港的资讯。这些装置会与香港馆内的两个相同装置，以及香港机场客运大楼及香港科学馆两个地点的装置联系，参观者可与其他装置的使用者作实时视像通话，与香港连系。

Reception Area (展馆接待处)

Entering the Exhibition, visitors are handed a wristband with an embedded Radio Frequency Identification (RFID) chip. This wristband enables visitors to gain access into the exhibition area and also to activate exhibition content as they move on.

This allows visitors to personally experience the convenience brought by the extensive application of smart card and RFID technology in Hong Kong. Visitors can keep the wristband as a souvenir.

展馆接待处会向参观者派发内置无线射频识别技术晶片的手带。参观者可利用手带进入展览区域及启动展览装置，藉此体验香港广泛应用智能卡及无线射频识别技术为市民所带来的方便。参观者可保留手带作纪念品。

Immediately before entering the exhibition, visitors will see a DVD display featuring all the sponsors who have supported Hong Kong's participation in Expo.

展馆的入口处设有 DVD 展示板，播放所有支持香港参博赞助者的资料。

“Faces of Hong Kong” – 360-degree movie(香港多面体 – 360 度环回播放电影)

Inside the exhibition space, visitors are immersed in an impressionistic vision of Hong Kong's many different faces in a two-minute video “Faces

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of Hong Kong”.

This video is a prologue to the exhibition. Multiple audio and visual effects allow visitors to see the many different and contrasting aspects of life in Hong Kong – urban and nature; tradition and modernism; east and west; development and conservation.

The video is shown on a 360-degree circular screen that interacts with 14 vertical LED panels to create a vibrant and engaging video experience.

参观者进入展示厅后，便仿如置身于充满动感的影片当中，该套长 2 分钟以「香港多面体」为主题的影片，以印象方式表达香港的不同面貌，为展览揭开序幕。影片藉多元的声音和视觉效果，带出不同层次的生活对比，包括都市与自然、传统与现代、东西文化、发展与保育。影片在 360 度弧形萤幕及 14 个直立式 LED 显示屏幕互动播放，营造动感及引人入胜的视像体验。

Interactive Floor(互动地砖)

While viewing the video, visitors can also interact with special floor tiles that react to movement by lighting up in different colours. This strengthens the interactivity between the exhibition and the visitors.

当参观者观赏影片的同时，亦可与地上特制的砖块互动。互动地砖会感应参观者的移动，亮起不同颜色作回应。这个功能增加展览与参观者的互动性。

Virtual Hosts (虚拟导赏)

On the reverse side of the 14 vertical LED pillars, visitors will be able to activate 14 different virtual hosts who will showcase the extensive use of smart card and RFID technologies in Hong Kong. Visitors will be able to see how smart cards and RFID technology make everyday life easier and more efficient in Hong Kong.

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在直立式顯示屏幕的另一面，14 個演繹不同香港市民角色的虛擬導賞員會帶領參觀者認識在其日常生活廣泛使用智能卡及無線射頻識別技術的不同例子，讓參觀者體驗智能卡及無線射頻識別技術為香港市民帶來高效及方便的城市生活。

Exit Strip (LED 出口顯示屏幕)

Leaving the exhibition, visitors are guided to the exits by an LED strip.

LED 出口顯示屏幕會引領參觀者離开展館。

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