

# 參與世博 連繫香港 Connect to Hong Kong at Shanghai Expo

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## Hong Kong's Urban Best Practices Area Exhibition Experience Smart Card · Smart City · Smart Life

城市最佳實踐區香港展覽  
智能卡 · 智能城市 · 智能生活

### *Façade* (展館外牆)

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.

展覽結構高 6 米，光滑外牆會顯示動畫影像，影像會隨參觀人流模式而轉變。每一個影像點，代表每名進入場地或瀏覽網上展覽的參觀者。外牆的影像展現香港內通外連、富有特色的主題。

### *Interactive Portals* (互動裝置)

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.

展館外牆設有四個互動裝置供參觀者使用，這些裝置展示香港的內通外連。參觀者可透過互動裝置，獲取香港參博的活動資料、拍

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照、製作明信片、玩電腦遊戲、瀏覽網上香港館及網上城市最佳實踐區香港展覽，以及認識更多有關香港的資訊。這些裝置會與香港館內的兩個相同裝置，以及香港機場客運大樓及香港科學館兩個地點的裝置聯繫，參觀者可與其他裝置的使用者作實時視像通話，與香港連繫。

### ***Reception Area (展館接待處)***

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.

展館接待處會向參觀者派發內置無線射頻識別技術晶片的手帶。參觀者可利用手帶進入展覽區域及啟動展覽裝置，藉此體驗香港廣泛應用智能卡及無線射頻識別技術為市民所帶來的方便。參觀者可保留手帶作紀念品。

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

展館的入口處設有 DVD 展示板，播放所有支持香港參博贊助者的資料。

### ***“Faces of Hong Kong” – 360-degree movie (香港多面體 – 360 度環迴播放電影)***

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.

參觀者進入展示廳後，便仿如置身於充滿動感的影片當中，該套長 2 分鐘以「香港多面體」為主題的影片，以印象方式表達香港的不同面貌，為展覽揭開序幕。影片藉多元的聲音和視覺效果，帶出不同層次的生活對比，包括都市與自然、傳統與現代、東西文化、發展與保育。影片在 360 度弧形螢幕及 14 個直立式 LED 顯示屏幕互動播放，營造動感及引人入勝的視像體驗。

## ***Interactive Floor(互動地磚)***

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.

當參觀者觀賞影片的同時，亦可與地上特製的磚塊互動。互動地磚會感應參觀者的移動，亮起不同顏色作回應。這個功能增加展覽與參觀者的互動性。

## ***Virtual Hosts (虛擬導賞)***

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開展館。

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