



Asia's Innovative Technology Showcase for the Building, Electrical Engineering and Security Industries

4-6 MAY 2016 Hong Kong Convention and Exhibition Centre



【 Press Release 】

For immediate release

HK Police Force Reveal Solutions to tackle Cybersecurity and Critical Infrastructure Security Risk in Asia on 5 May

Build4Asia features Face Detection Security Solutions, Superstar in Woodworking and Solution to Solve Lead Contamination in Drinking Water

(3 May 2016, Hong Kong) Information security has become a global issue since important infrastructure frameworks now highly dependent on network reliability. Hackers has changed their tactics to target critical infrastructures by hacking into the network and destroying data which can result it disruptions in transportation and financial system of a city as well as the public order, poses a threat to both public and private sectors. Therefore, cybersecurity must be a paramount consideration when designing a framework to protect our countries' critical infrastructure and to strengthen our defence. The Hong Kong Police Force (HKPF) will join forces with security industry experts at the renowned Asian Securitex Conference, to be held on 5 May at the Hong Kong Convention and Exhibition Centre alongside the Build4Asia and Asian Securitex tradeshow. The HKPF will explore and analyse the risks that Asia is facing as well as sharing their recommended solutions. Guest-of-Honour of the Conference, Mr. Daniel Cham Ka-hung, BBS, MH, JP, Chairman, Security and Guarding Services Industry Authority, HKSAR Government, will deliver his welcoming remarks at 9:40am.

Advanced Face Detection Security Solutions Safeguard Our Cities

Rise of infrastructure development in the recent years across the globe, has boosted the growth of the surveillance market. This has increased the integration of facial recognition technology and analytics, with that of the surveillance infrastructure. Enterprises such as retail outlets, sensitive buildings, casinos, critical infrastructures and other public places are taking the opportunity to extract Return on Investment (ROI) by integrating facial recognition technologies into their surveillance infrastructure. It is expected that 21% of the global smart cities and smart buildings will embed facial recognition technology in surveillance systems and access control systems by 2018. More than 30% of the mobile phones in the world will have the facial recognition technology integrated into it by 2018.

At Asian Securitex, the show seems to be dominated with Facial Recognition solutions. Solution Expert (Booth 1B-600), SICK (Booth 1B-608), RICOH (Booth 1B-624) and the market leading NEC (1B-428) will showcase their latest innovations.

The Award-Winning Surveillance System for Top Security

Industry's market leader **NEC's** (Booth 1B-428) **Mobile Facial Recognition** is a comprehensive solution which utilizes **NeoFace** - NEC's world No.1 facial recognition algorithm to deliver a powerful video surveillance platform. The award-winning solution offers a contact-less and hygienic security solution as a new approach to physical security and traditional CCTV systems.

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Featuring



RICOH assists Construction Industry to comply with "Construction Workers Registration (Amendment) Bill 2014"

To match with the new requirements of identity verification according to the Construction Workers Registration (Amendment) Bill 2014, **RICOH's R Analytics Face Recognition Access Control Solution** uses state-of-the-art face recognition technology for authentication and can extract data for time attendance monitoring. It can also enhance the security of the site and safety of the construction workers.

Superstar Not-to-be-missed at Build4Asia – only chance in Asia!

Torben Hansen, the founder of Schotten & Hansen, the producer of the world's most precious wood textures and surfaces will be at Build4Asia to demonstrate how a traditional material can serve most discerning modern design requirements and explain how his approach links timeless wooden interiors with forward thinking sustainability. It will be the only chance to witness the woodworking secrets of Torben Hansen in Asia. By Appointment only: 4 May 10:30 – 18:30; 5 May 10:30 – 12:30; 6 May 10:30 – 17:00 at Booth 1C-330.

Reduce Lead Contamination in Drinking Water

The problem of lead in drinking water in Hong Kong has not been completely resolved and could possibly still exist in every commercial and residential building, hospitality, agriculture and public space. **GRANDER® Water Revitalisation Device** – is the Austrian-made technology that aims to return water quality to its natural state without any chemical additives or electricity. Its laboratory-testing has proven it can reduce lead toxicity up to 70%. Full Comfort Technology (Group) Limited – the sole and exclusive distributor will present at Booth 1C-417 and share more about this powerful technology at the Exhibitor's Forum on 5 May 3PM.

Build4Asia 2016 - Asia's Innovative Technology Showcase for the Building, Electrical Engineering and Security Industries will kick off from tomorrow until this Friday at the Hong Kong Convention & Exhibition Centre. Mr Wong Kam-sing, JP, Secretary for the Environment of HKSAR Government will officiate the show at 10:30am tomorrow, welcoming related industry professionals from Architecture, Banking, Property/Facility Management, Contractor, Hotel, Surveyor, System Integration, Interior Design, Consultancy, Data Centre, Manufacturing, Property Development and Retail sectors to visit.

About Hong Kong Exhibition Services Ltd. (HKES)

Since 1981, Hong Kong Exhibition Services Ltd. (HKES), one of the leading exhibition organisers in the Asia-Pacific region; and also a member of Allworld Exhibitions based in London, has been successfully organising numerous large-scale exhibitions in the region, including the HOFEX – food & hospitality tradeshow in Hong Kong and Electric and Power Vietnam – electrical & lighting tradeshow in Vietnam with comprehensive and professional services.

Organiser:



Worldwide Co-ordinator:



Southeast Asia Co-ordinator:





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