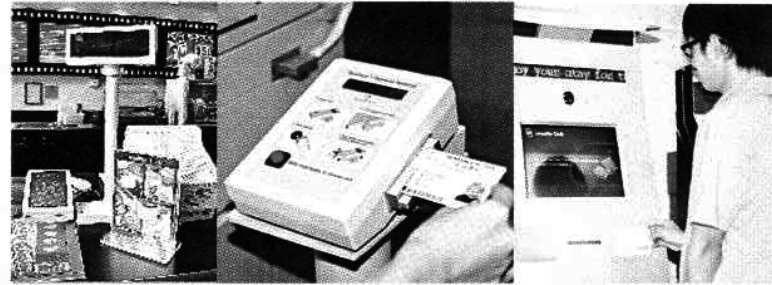


Smart solutions taking over marketplace



Smart team: MajorLink, four-time winners of HKAI says they learn a little more each time
pictured: Jackson (left centre) and PM Lai (right centre) say their designers come up with new ideas all the time



The product makes use of a smart card and card reader and the working principle is more or less the same as the Octopus Card, but with slight differences.

The associated SenPass Card technologies have also been adopted for retail loyalty card applications. UA Cinemas is one such example that has successfully adopted the SenPass Card System to implement its "Loyalty Card Scheme".

Mr Lai said as more retail chain operators turn to computerising their daily operations, the SenPass Card System will come into even wider use. It is the ideal solution as the system is simple to use and install and is fully automatic.

The SenPass Card System can also be fitted on campuses as well. West Island School is the first school under ESF that pioneers the implementation of campus smart card solution. The smart card can be used for copying & printing control, access control, attendance monitoring, library identification and cashless payment.

"The smart cards are issued by the

colleges and are valid within the campus. So it takes care of the security of the users as well," Mr Lai said.

MajorLink is a developer of award-winning smart card, interactive kiosk and digital signage solutions with specialisation in web-based content management and wireless transaction control. Over the years, MajorLink has developed innovative solutions for key players and brand-name companies from the government, transport, education and retail sectors.

As a technology company, it prides itself on quality and innovations and is ISO9001 certified. The company is headquartered in Hong Kong with regional offices in China and Singapore.

MajorLink believes that a successful design depends on how it facilitates the end-user. Its application must provide a solution to a certain problem. Can the users benefit from the design when they face a problem? Good design should be practical and improve our daily life. Designs should help meet the end-users' needs.

SenPass Card System.

PM Lai, managing director was excited about the award even though it was the fourth time they had won such an award.

"I am delighted that the judges have recognised our innovative products," said Mr Lai. "The company has been able to draw on the experience of the competition and the judges' comments to make improvements in the future."

He paid tribute to his local design team which had consistently come up

with products and solutions that meet the changing demands of the community.

SenPass Card System is suitable for:

- Copying machines, printers, or many other automatic service points (machines offering auto-toll service).
- Use in offices, computer labs in schools, hotel, airport, etc.
- Facilities cost allocation, automation, printing control and administration

everywhere you turn these days "smart" cards are making an entry and making our lifestyles more convenient and effective.

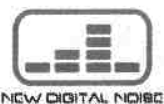
MajorLink Communications Ltd has been developing and introducing its technology for a number of years. The innovations have been recognised as state-of-the-art and has resulted in winning awards four times in the Hong Kong Awards for Industry. This year it has won the Machinery and Equipment Design Certificate of Merit for the

In Celebration of

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Being the winner of
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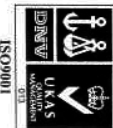


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