

PRESS RELEASE

**Our Showcase at “Solutions in Hong Kong ICT Fair” 19-20 April 2014  
at Cyberport, Hong Kong  
20 April 2014**

Cybersys Computer Limited participated in the exhibition of “Solution in Hong Kong ICT Fair” held at Cyberport on 19 to 20 April 2014. The exhibition was organized by Office of the Government Chief Information Officer.





The Honorable Financial Secretary, Mr. John TSANG Chun-wah, GBM, JP, (R2) accompanied by Legislative Council member Ir Dr the Hon LO Wai Kwok (L2), and Government Chief Information Officer Mr. Daiel LAI (R1) visited Cybersys' booth and enquired on the applications of the origin track and trace software.



The general public was extremely interested in the design and usage of the software and hardware, the tags and crab cages.

Before the Showcase, Cybersys' "Crabuyer" was awarded "CERTIFICATE OF MERIT" in the Hong Kong ICT Awards on 8 April 2013, and "MERIT" in the Asia Smartphone Application Contest on 7 March 2013.



Our "Crabuyer" Mobile Apps (in Android and iOS) is the first agricultural products app in Greater China area, providing track-and-trace technology for food supply chain. The purpose is to ensure food safety, prevent counterfeiting and add credit to food hygiene. It is also a Cloud Platform and Mobile E-commerce platform for the farmers and agents of Sihong County in Jiangsu Province to sell their organic agricultural products Worldwide on line. The App integrates virtual and physical shops (O2O), operate 24x7 to captures the mass market with minimum resources. It is published in multi-languages and operating in Hong Kong, PRC, Malaysia and Thailand.

About the "Crabuyer", the App is available in Android and iOS, download free from Google Play and App Store, have the following features;

- In English, Traditional and Simplified Chinese;
- Has origin tracking system by photographing the QR code and input of verification code for confirmation of origin of agricultural product;
- Provides information on organic farming of hairy crab breeding in Sihong County's



## Cybersys Computer Limited

Hongze Lake, crab-eating culture, and recipes;

- Information about crabs prices in various packing mode;
- E-commerce platform and payment gateway for purchasing crabs on line;
- Chat room for visitors and customers to comment on the crabs.
- Full database on QR code, customer statistics, payment gateway, and back up by comprehensive network hardware and telecom carrier.

The origin track and trace software is now registered as patent: Agricultural Track and Tracing Application Software (PRC Patent registration number: 201210437414.1).

Since the launching in 2012, the application of the origin track and tracing is extended to other consumer products.

Please also refer to the following press releases for detail information of the R&D efforts of Cybersys:

- 28 September 2012 – Press Conference on launching “Crabuyer” at SiHong County, Jiangsu Province, China. The press conference was published on newspaper and television.
- Best Mobile Apps – Asia Smartphone Application Contest – 7 March 2013;
- Best Mobile Apps – HKICT Awards – 8 April 2013.

Cybersys welcome enquiries on our mobile application program development, mobile E-commerce and Cloud computing platform. Please visit our website: [www.cyber-sys.com.hk](http://www.cyber-sys.com.hk), or Tel: 852-23613247, or Fax: 852-27250938, or email us at [info@cyber-sys.com.hk](mailto:info@cyber-sys.com.hk).