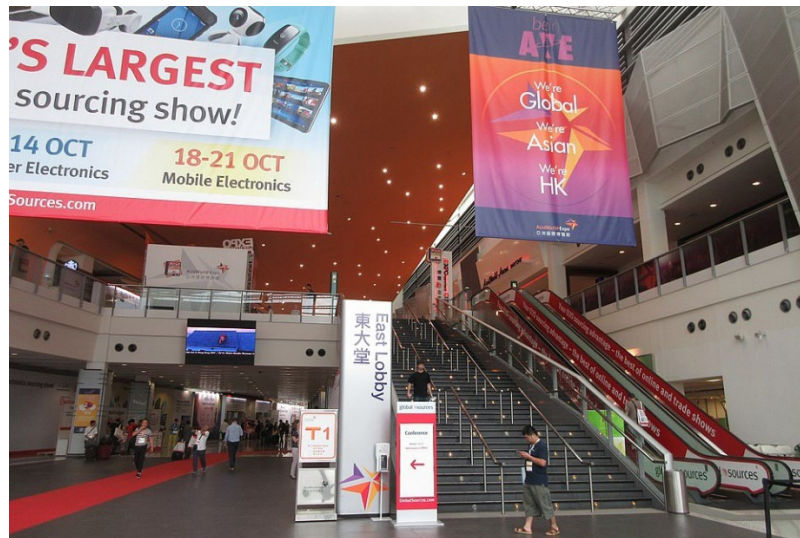


Smart and Safe Convention Experience: A Case of AsiaWorld-Expo



Source: Wikimedia Commons (2017)

Background

Officially opened in 2005, AsiaWorld-Expo (AWE) is Asia's leading convention venue, strategically located next to Hong Kong International Airport. It offers over 70,000 m² of rentable space across 10 state-of-the-art, column-free exhibition halls (MEHK, n.d.). Celebrating its 20th anniversary, AWE is committed to transforming into a smart venue.

Internet of Things (IoT) Smart Building Management System

In 2018, AWE introduced IoT technology to enable smart monitoring of housekeeping, security, event safety, and facilities management (AWE, 2018). Through automated and digitalized communication powered by IoT technology, service performance and internal workflow efficiency have been significantly improved. Moreover, this technology is able to reduce energy consumption by automatically adjusting power and air circulation according to the flow of people in different parts of the facility (Ronald Lu & Partners, n.d.).

Entering the Age of Hybrid Events

As part of its 15th anniversary renovation project, AWE implemented a full-scale upgrade of its ICT network with "Wi-Fi 6" to serve the increasing trend of hybrid events (AWE, 2021). The upgraded network provides four times better connectivity in device-dense environments, fully supporting bandwidth-intensive, real-time quality streaming and smart applications such as Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) (AWE, 2021). At the same time, AWE debuted its first-ever movable hybrid meeting facility, the Mobile Studio. Equipped with studio-grade sound insulation, an independent air ventilation system, e-meeting and livestreaming gadgets, the AWE Mobile Studio is built for livestreaming and virtual meetings to be held anywhere and anytime (Pico, n.d.). Together, these new additions and improvements can meet the flexible hybrid needs of today's event organizers and offer a more seamless experience for attendees.

New Venue Hygiene and Sanitation Solution

On the other hand, since the outbreak of COVID-19, new standards for sanitization and safety assurance have emerged for event venues worldwide. As a result, the AWE introduced the world's first "CLEanTech" disinfection installation and advanced air purification technology (AsiaWorld-Expo, 2020). Such device has been placed at major trade exhibitions and conventions where visitors must be admitted through the device before entering the event halls. Once the visitors have passed the built-in temperature check, the device will let visitors in and help sanitize their outfits and carry-on items in just 12 seconds (AsiaWorld-Expo, 2020). Such technology plays an important role in reducing the risk posed to visitors and frontline workers at the venue.

Challenges

While introduction of these technologies can enhance operation efficiency and visitor experience, as well as promoting safety of all patrons, implementing and maintaining advanced technologies like IoT systems and hybrid meeting facilities can be complex, requiring ongoing and readily available IT support. Additionally, it requires staff to be adequately trained to operate and assist visitors with new technologies like the "CLEanTech" disinfection device. Furthermore, while innovations are essential, they may raise concerns among visitors regarding the effectiveness and reliability of such technologies, hence affecting their overall experience.

Discussion Questions

1. How can the implementation of IoT technology at AWE improves operational efficiency and visitor experience?
2. Apart from network improvement and introducing new hybrid meeting facilities like the Mobile Studio, what else can the AWE do to embrace the rising trend of hybrid events?
3. What role does real-time data play in managing large-scale events at AWE?
4. What challenges could arise in maintaining and operating CLEanTech devices during large-scale events?

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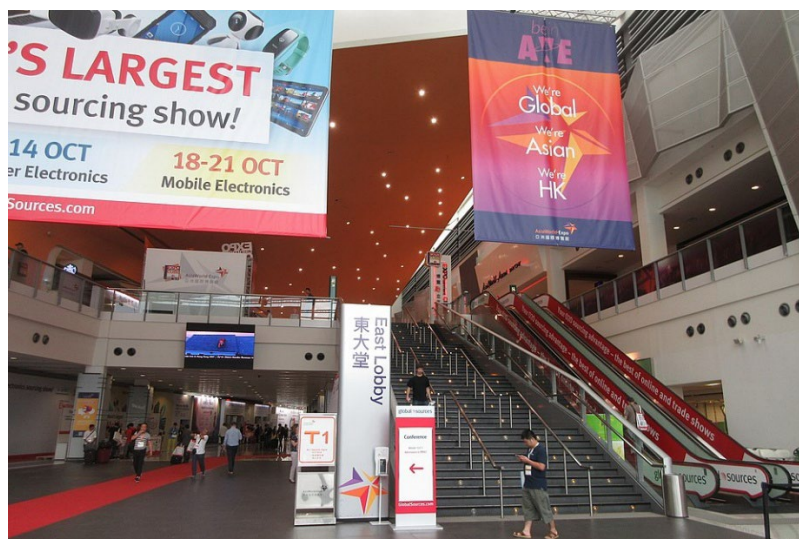
Keywords

- Event
- Internet of Things (IoT)
- Hybrid events
- Operational efficiency
- Hygiene
- Guest experience

Acknowledgement

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智慧与安全的会展体验：亚洲国际博览馆案例



Source: Wikimedia Commons (2017)

背景

亚洲国际博览馆于 2005 年正式开幕，是亚洲领先的会展场地，毗邻香港国际机场，地理位置优越。它提供超过 70,000 平方米的可租用空间，拥有 10 个无柱的先进展馆（MEHK, n.d.）。在庆祝其 20 周年之际，AWE 致力于转型为智慧场馆。

物联网 (IoT) 智能楼宇管理系统

2018 年，AWE 引入物联网技术，实现对清洁、安保、活动安全和设施管理的智能监控（AWE, 2018）。通过物联网技术驱动的自动化和数字化通信，服务绩效和内部工作流程效率得到了显著提升。此外，该技术还能根据设施内不同区域的人流自动调节电力和空气循环，从而降低能耗（Ronald Lu & Partners, n.d.）。

进入混合活动时代

作为其 15 周年翻新工程的一部分，AWE 对其信息通信技术网络进行了全面升级，采用“Wi-Fi 6”，以顺应日益增长的混合活动趋势（AWE, 2021）。升级后的网络在设备密集环境中的连接性能提升了四倍，完全支持高带宽、实时质量流媒体以及增强现实（AR）、虚拟现实（VR）和人工智能（AI）等智能应用（AWE, 2021）。同时，AWE 推出了其首个可移动混合会议设施——移动演播室。该移动演播室配备了演播室级隔音、独立空气通风系统、电子会议和直播设备，旨在随时随地举行直播和虚拟会议（Pico, n.d.）。这些新增和改进共同满足了当今活动主办方灵活的混合需求，并为参与者提供了更无缝的体验。

新型场馆卫生清洁解决方案

另一方面，自 COVID-19 爆发以来，全球活动场馆出现了新的消毒和安全保障标准。因此，AWE 引入了全球首个“CleanTech”消毒装置和先进的空气净化技术（AsiaWorld-Expo, 2020）。该设备已放置在主要贸易展览和会议中，访客在进入活动大厅前必须通过该设备。一旦访客通过内置体温检查，该设备将在短短 12 秒内允许访客进入，并帮助对其服装和随身物品进行消毒（AsiaWorld-Expo, 2020）。这项技术在降低对访客和场馆一线工作人员构成的风险方面发挥着重要作用。

挑战

虽然引入这些技术可以提高运营效率和访客体验，并提升所有使用者的安全性，但实施和维护物联网系统和混合会议设施等先进技术可能很复杂，需要持续且随时可用的 IT 支持。此外，还需要对员工进行充分培训，使其能够操作并协助访客使用像“CleanTech”消毒设备这样的新技术。再者，虽然创新至关重要，但它们可能会引起访客对此类技术的有效性和可靠性的担忧，从而影响他们的整体体验。

讨论问题

1. AWE 实施物联网技术如何提高运营效率和访客体验？
2. 除了网络改进和引入像移动演播室这样的新型混合会议设施外，AWE 还可以采取哪些措施来顺应日益兴起的混合活动趋势？
3. 实时数据在管理 AWE 的大型活动中扮演什么角色？
4. 在大型活动期间，维护和操作 CleanTech 设备可能会出现哪些挑战？

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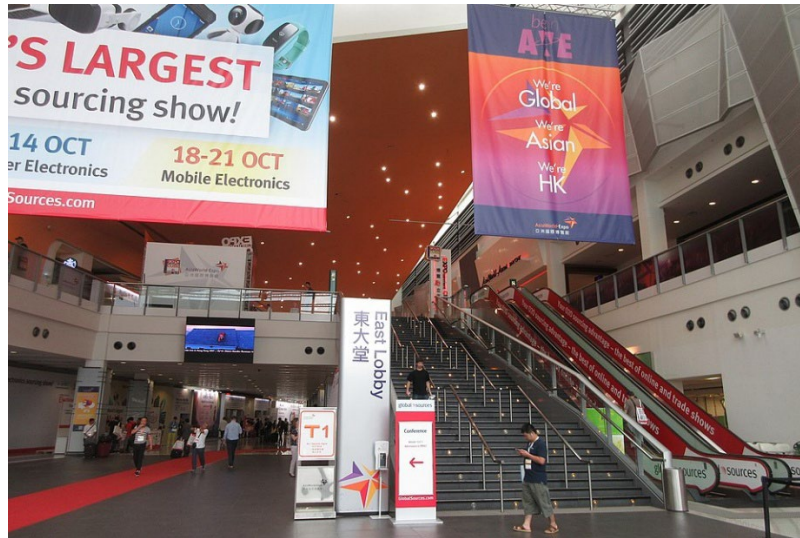
关键词

- 活动
- 物联网 (IoT)
- 混合活动
- 运营效率
- 卫生
- 宾客体验

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智慧與安全的會展體驗：亞洲國際博覽館案例



Source: Wikimedia Commons (2017)

背景

亞洲國際博覽館於 2005 年正式開幕，是亞洲領先的會展場地，毗鄰香港國際機場，地理位置優越。它提供超過 70,000 平方米的可租用空間，擁有 10 個無柱的先進展館（MEHK, n.d.）。在慶祝其 20 週年之際，AWE 致力於轉型為智慧場館。

物聯網 (IoT) 智慧建築管理系統

2018 年，AWE 引入物聯網技術，實現對清潔、安保、活動安全和設施管理的智慧監控（AWE, 2018）。通過物聯網技術驅動的自動化和數位化通訊，服務績效和內部工作流程效率得到了顯著提升。此外，該技術還能根據設施內不同區域的人流自動調節電力和空氣循環，從而降低能耗（Ronald Lu & Partners, n.d.）。

進入混合活動時代

作為其 15 週年翻新工程的一部分，AWE 對其資訊通信技術網路進行了全面升級，採用“Wi-Fi 6”，以順應日益增長的混合活動趨勢（AWE, 2021）。升級後的網路在設備密集環境中的連接性能提升了四倍，完全支援高頻寬、即時品質串流媒體以及擴增實境（AR）、虛擬實境（VR）和人工智慧（AI）等智慧應用（AWE, 2021）。同時，AWE 推出了其首個可移動混合會議設施——移動演播室。該移動演播室配備了演播室級隔音、獨立空氣通風系統、電子會議和直播設備，旨在隨時隨地舉行直播和虛擬會議（Pico, n.d.）。這些新增和改進共同滿足了當今活動主辦方靈活的混合需求，並為參與者提供了更無縫的體驗。

新型場館衛生清潔解決方案

另一方面，自 COVID-19 爆發以來，全球活動場館出現了新的消毒和安全保障標準。因此，AWE 引入了全球首個"CleanTech"消毒裝置和先進的空氣淨化技術（AsiaWorld-Expo, 2020）。該設備已放置在主要貿易展覽和會議中，訪客在進入活動大廳前必須通過該設備。一旦訪客通過內置體溫檢查，該設備將在短短 12 秒內允許訪客進入，並幫助對其服裝和隨身物品進行消毒（AsiaWorld-Expo, 2020）。這項技術在降低對訪客和場館一線工作人員構成的風險方面發揮著重要作用。

挑戰

雖然引入這些技術可以提高營運效率和訪客體驗，並提升所有使用者的安全性，但實施和維護物聯網系統和混合會議設施等先進技術可能很複雜，需要持續且隨時可用的 IT 支援。此外，還需要對員工進行充分培訓，使其能夠操作並協助訪客使用像"CleanTech"消毒設備這樣的新技术。再者，雖然創新至關重要，但它們可能會引起訪客對此類技術的有效性和可靠性的擔憂，從而影響他們的整體體驗。

討論問題

1. AWE 實施物聯網技術如何提高營運效率和訪客體驗？
2. 除了網路改進和引入像移動演播室這樣的新型混合會議設施外，AWE 還可以採取哪些措施來順應日益興起的混合活動趨勢？
3. 即時數據在管理 AWE 的大型活動中扮演什麼角色？
4. 在大型活動期間，維護和操作 CleanTech 設備可能會出現哪些挑戰？

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關鍵詞

- 活動
- 物聯網 (IoT)
- 混合活動
- 營運效率
- 衛生
- 賓客體驗

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