Press Release
For Immediate Release

27 Cyberport EdTech start-ups participate in
Learning & Teaching Expo 2022
Immersive learning enhances interaction and boosts STEAM teaching

Hong Kong, 7 December 2022 – The education sector has made an active use of digital technology to improve the effectiveness of teaching and learning in recent years. Many schools have integrated immersive experiences into teaching in order to enhance interactions with students. Cyberport is taking part in the "Learning & Teaching Expo 2022", a three-day event held from 7 to 9 December at the Hong Kong Convention and Exhibition Center. The event, presented by Hong Kong Education City and supported by the Education Bureau, showcases 27 Cyberport community start-ups and their diverse EdTech solutions covering immersive learning, STEAM (Science, Technology, Engineering, Arts, and Mathematics) education, e-learning platforms and digital school management systems, as well as solutions for students with special educational needs (SEN).

Eric Chan, Chief Public Mission Officer of Cyberport, said, "The government actively promotes STEAM education and nurtures talent to align with the overall direction of Hong Kong's I&T development. As the digital technology flagship in town, Cyberport has been working closely with the government to popularise innovation and technology learning. With the advantages of a diverse I&T community, we collaborate with the Education Bureau to provide training for primary and secondary school teachers and inspire them in designing STEAM curricula. In addition, over 180 community start-ups provide EdTech solutions to facilitate the integration of technology and teaching, bringing new learning experiences to students. We will continue to follow the government's development blueprint and promote STEAM education to equip our students to seize future opportunities."

Immersive solutions facilitate personalised interactive learning
Numerous schools have used virtual reality technologies in teaching, offering students an immersive learning environment. Find Solution AI's solution allows students to study in an "immersive classroom" with greater studying flexibility and a richer visual experience. In addition, the software utilises artificial intelligence (AI) to analyse students' facial expressions and reactions while studying, so that teachers can note any learning difficulties and adjust their teaching methods to the students' abilities, maintaining their motivation.

Another start-up, Chord Hero, has developed a virtual musical world for students to display self-designed ukuleles and their music, or even to organise mini music concerts. Students from different regions can share their music, which helps to promote music education.

Integrating gamification into STEAM education

In tandem with the government's promotion of STEAM education, many Cyberport community start-ups are dedicated to developing new educational technology applications, including the use of gamification to pique students' interest.

For instance, Printact provides a biotech & STEAM education kit to help students grasp the basic concept of DNA sequencing. Game-playing elements are also used to consolidate learning. Students can create game characters with different abilities by arranging DNA sequences, and can further transform the characters into non-fungible tokens (NFT) and develop blockchain games. The solution allows students to master interdisciplinary knowledge.

Hidden Boss, has developed a STEAM learning platform where students can learn art, history and mathematics. Elements of character development have been incorporated into the platform to boost student engagement. The start-up also leverages big-data analyses to aid teachers' understanding of their students' learning preferences. Formula Square combines radio controlled (RC) car racing games with STEAM teaching, enabling students to learn programming, mechanical principles and a basic knowledge of electronics.

E-learning platform helps students study independently

Blended Learning, which promotes independent and efficient learning, has been widely adopted during the pandemic. SpeechX has developed an English learning platform which offers lessons taught by "virtual teachers". With the use of natural language processing (NLP) technology, students' pronunciation can be analysed to improve their language proficiency. ConnectAR's two-way learning system enables teachers to provide students with class materials such as audio recordings and videos, and to monitor their learning progress. Students can also scan the material and retrieve digital content and additional information to progress independently.

Digital school management systems reduce administrative workloads

EdTech solutions help to optimise education by reducing the time teachers spend on administrative work. Snaildy Education has developed a SEN student information management platform to help teachers organise SEN students' data including past activity records, counselling experience, etc, allowing teachers to better understand those students' situations and study needs. Bull.B Tech provides an online and mobile communications platform designed to strengthen information circulation between schools, students, and parents.

Cyberport has participated in the "Learning and Teaching Expo" since 2019, and has organised a number of events aimed at connecting the community's EdTech start-ups with schools. In so doing, Cyberport helps match suitable EdTech solutions with educators to create win-win collaborations, laying a solid foundation for the cultivation of future innovation and technology talent in Hong Kong. These include the five-day STEAM Week for

Educators, which was supported by the Education Bureau and the Office of the Government Chief Information Officer at the end of last year. Also, Cyberport has recently collaborated with the Education Bureau to launch the "Professional Development Programme on Innovation and Technology for STEAM Co-ordinators of Schools". Through diverse technology solutions and application provided by Cyberport community start-ups, teachers will be able to grapple with the technology applications and latest trends, as well as integrate I&T examples and elements into their teaching to enhance the STEAM education at schools.

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For high-resolution photos, please download via this [this link](#).

Cyberport will take part in the "Learning & Teaching Expo 2022", a three-day event held from 7 to 9 December. 27 of Cyberport's community start-ups will showcase their diverse EdTech solutions for top educators.
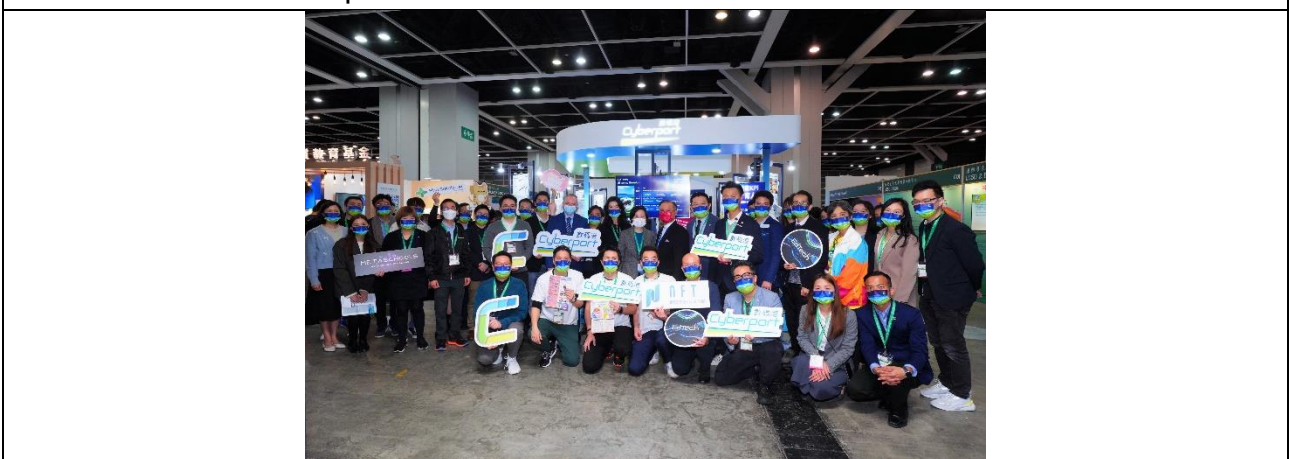
Dr Choi Yuk-lin, Secretary for Education, visits the Cyberport pavilion and engages with EdTech start-ups.

Eric Chan, Chief Public Mission Officer of Cyberport, says Cyberport has been working closely with the government to popularise innovation and technology learning. Over 180 community start-ups offer EdTech solutions to facilitate the integration of technology and teaching, bringing new learning experiences to students.

Media associates interested in interviews with the participating start-ups or other Cyberport start-ups, please contact:

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About Cyberport
Cyberport is an innovative digital community with over 1,800 members including over 800 onsite and 1,000 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology, thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk