

# 無線射頻識別技術

## Radio Frequency Identification (RFID) Technologies



### 集體回憶電子化平台

ePlatform for Collective Memory Acquisition and Preservation  
Sustain our Unique Legacy Easy (eCAPSULE)

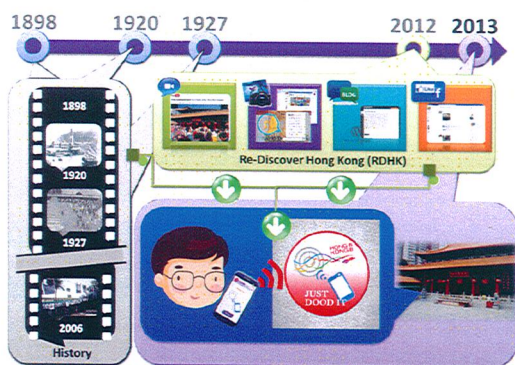
簡單容易地傳承我們獨一無二的本土文化和回憶  
Sustain our Unique Legacy Easy



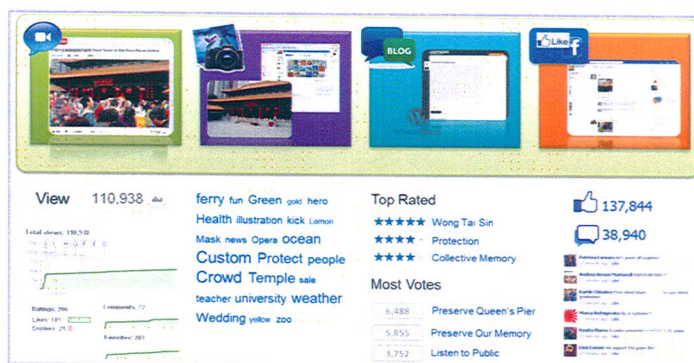
### 項目簡介 Project Introduction

香港被詬病為「文化沙漠」，但近年，市民對文化保育的爭論愈趨熾熱，比以前更為關注文化保育，並更重視集體回憶及本土文化。透過無線射頻識別技術 (RFID)、擴增實景 (AR)、雲計算 (Cloud Computing) 和地理社會 (Geo-social) 網絡，集體回憶電子化平台 (eCAPSULE) 可讓大眾以專家的角度去探索和學習被埋沒的香港獨有本土文化。而且，所收集的實時數據更可集結大眾對香港文化的回饋，從而達致集體回憶的傳承和本土文化的可持續性，一洗「文化沙漠」的污名。

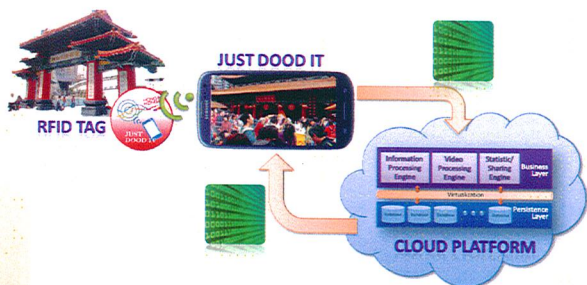
Hong Kong bears the unwanted reputation as cultural desert and the intensive public debates on the cultural conservation issue have richly demonstrated the increasing public awareness which has led the public to cherish collective memory and Hong Kong's indigenous culture more than ever. By leverage of Radio Frequency Identification (RFID) technology, Augmented Reality (AR), cloud computing and geo-social networking technologies, ePlatform for Collective Memory Acquisition and Preservation Sustain our Unique Legacy Easy (eCAPSULE) can let both tourists and locals to be expert and professional in exploring and learning about the underlying local culture of Hong Kong. Real time data collected will hence be processed in an attempt to rid Hong Kong of the label as cultural desert and also pass down the collective memory and attain local cultural sustainability.



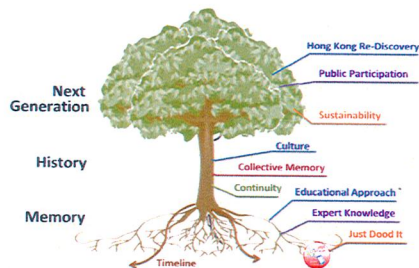
重現過往的集體回憶  
Collective Memory Rediscovery



RDHK 的社交網絡應用  
RDHK, Social Networking



透過應用程式“JUST DOOD IT”與現實情景互動  
Interaction with Reality by Apps “JUST DOOD IT”



“傳承我們的回憶，傳承我們的歷史，傳承給我們的下一代”  
“Tag for our memory, tag for our history, and tag for our next generation”

### 特色及優點 Special Features and Advantages

- 融合無線射頻識別技術(RFID)、擴增實景(AR)、雲計算(Cloud Computing)及地理社會(Geo-social)網絡- 比衛星導航提供的地理位置更精準。
- 向大眾提供一個簡單易用和創新的文化遺址資訊平台，用嶄新方法去重新認識香港。
- 向大眾提供一個具教育性及前瞻性的平台，以專家的角度去探索及學習被埋沒的香港本土文化。
- 設計一個動態平台和電子資料庫，可有條理地儲存集體回憶的相關資料，以達致集體回憶的傳承和本土文化保育及可持續性。
- To integrate Radio Frequency Identification (RFID), Augmented Reality (AR), Cloud Computing and geo-social networking.
- To introduce an alternative way for public to re-discover Hong Kong via a user-friendly and innovative platform for cultural site information provision.
- To offer an educative and proactive platform to public to be expert and professional in exploring and learning about the underlying local culture of Hong Kong.
- To develop a dynamic platform and establish an electronic capsule-like data bank for methodical storage of collective memory which pass down the collective memory, and facilitates cultural conservation and sustainability.



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