

**MTR launches Shatin to Central Link
railway-themed e-game design competition**

Young people fond of e-games will have an excellent opportunity to apply their talent in designing a railway-related game. The MTR Corporation and the Hong Kong Computer Society (HKCS) join hands to launch an e-Game Design Competition for students from local tertiary institutions.

The e-game design competition is one of the community activities under the Shatin to Central Link (SCL) Project which is a strategic railway to run through multiple districts in Hong Kong. Planning and design of a new rail link involve comprehensive studies and works. Supported by local tertiary institutions, the competition aims to translate these complicated process and knowledge of planning, design and operations of the SCL into simple web language through the creative mind of the younger generations.

“We are pleased to have this e-Game Design Competition as the first of its kind to blend railway knowledge into e-game. It serves as an interactive way to share the complex railway planning process with the younger generation leveraging the creativity and the interest among the netizens,” said Mr Henry Lam, General Manager - Shatin to Central Link.

By participating in the MTR e-Game Design Competition, students would have chance to learn more about e-game design as well as railway planning, design and operation in Hong Kong through briefing sessions, visits as well as meeting with industry experts and railway engineers to share their valuable experience and insights in their areas.

“The competition is open to all tertiary students. We do hope this could also provide a chance for them to get beyond their academic scopes,” added Ir Stephen Lau, President of Hong Kong Computer Society. “We look forward to receiving innovative and inspiring entries from students of diverse specialities.”

Entries for social media platform Facebook as well as mobile platforms iOS 4.0 and Android 2.1 are welcome. Online registration is now available at the SCL website (www.mtr-shatincentrallink.hk) till 17 December 2010. Tertiary students from all disciplines who are interested in taking up new challenges, are welcome to access the above website for more information.

Photo Caption:

The Shatin to Central Link E-Game Design Competition not only develops the creative minds of younger generation, but also widens their horizons in railway planning.

沙中綫
電子遊戲設計比賽
Shatin to Central Link E-Game Design Competition

沙田至中環綫(沙中綫)是一條策略性鐵路,連接香港、九龍和新界,貫通現有多條鐵路綫,為乘客提供不同的鐵路綫選擇。為加深市民對沙中綫及鐵路規劃的認識,港鐵公司與香港電腦學會合辦「沙中綫電子遊戲設計比賽」,誠邀全港大專學生設計以鐵路為主題的電子遊戲,得獎作品有機會上載於港鐵公司網站或Facebook,與市民分享。

設計主題:鐵路規劃、設計和運作
組別: Facebook應用程式
流動電話應用程式
參賽資格:全港大專學生
(所有參加者必須出席2011年1月8日的比賽簡介會暨參觀活動)
獎項: 每組分別設金、銀、銅獎及優異獎,另設大獎一名

比賽細則及詳情,請瀏覽沙中綫網站 www.mtr-shatincentralink.hk
For details of the Competition, please refer to the Shatin to Central Link website.

合辦機構
Co-organiser

www.mtr.com.hk 心繫生活每一程 | MTR