

50222 遠足短訊留蹤服務

全球首個專為遠足人士而設的 SMS 服務

遠足「打卡」留蹤跡 保障遠足者安全

新聞稿

(即時發放)

(香港，2012 年 1 月 9 日) 遠足雖然是一個健康且減壓的活動，但遠足安全絕對不能忽視。根據警方報告，香港於去年首十一個月收到五百六十宗行山人士求助個案，當中亦有不少個案涉及生命危險。有鑑於近年遠足活動越趨普及，現正更是登高遠足的好季節，遠足人士數量有增無減，香港通訊業聯會於今日發佈**全球首個專為遠足人士而設的 50222 遠足短訊留蹤服務**，提供遠足人士一個更有效的保障。此服務由香港通訊業聯會聯同香港五大流動網絡供應商（包括中國移動通訊香港、CSL、PCCW mobile、SmarTone 及 3HK）義務合作推出，費用全免，亦毋須預先登記。

50222 遠足短訊留蹤服務使用方法亦非常簡單。遠足人士在漁農自然護理署轄下的郊野公園遠足時，只需將標距柱編號，以手機發送短訊至 50222，遠足人士的路徑資料便會被儲存三天。當遠足人士不幸發生意外時，救援人員便會根據系統內最後收到的標距柱座標紀錄作為基準，以收窄搜索範圍及增加救援機會和速度。

香港通訊業聯會副主席賴永雄先生表示，近年涉及行山意外甚至死亡的消息時有所聞，業界希望利用現時的資訊科技解決方案保障人身安全，令遠足人士在享受大自然的同時能減少傷亡事件發生。賴先生指出，以手機短訊（SMS）形式發送及作為記錄方案暫時比利用無線寬頻（WI-FI）或其他互聯網（Internet）程式發送更穩妥，因透過手機發送短訊只需使用很少頻寬，即使流動網絡信號接收微弱甚至沒有訊號時，短訊系統更會自動偵測訊號並更新傳送，此功能可有效確保短訊成功寄出。當流動網絡在郊野地區發展得更成熟時，聯會將考慮拓展留蹤服務至智能電話手機程式或其他模式，令服務更完善。

50222 遠足短訊留蹤服務已經完成最後的試驗階段，服務於一月率先支援漁農自然護理署轄下的郊野公園遠足徑。遠足人士只需按照格式，例如將麥理浩徑第一個標距柱「M001」輸入到手機，然後發送至號碼「50222」後；系統將會以短訊回覆確認。遠足人士亦可按個人需要，將遠足徑沿路的標距柱編號繼續發送到「50222」系統，作用與社交網頁的「打卡」系統相似。聯會亦正積極研究在未來擴展服務至郊野公園其他有標記的地方，例如燈柱編號，山坡或斜坡登記編號等，使更多遠足人士能夠受惠於這個服務，令遠足人士有更良好的保障。

另外，因應市民對保障個人私隱的重要性，所有行山記錄會在系統加密儲存三天。若事故發生需要協助時，警方及消防便可從自動化系統中獲得當事人的最後位置，所有個人資料，都不會透露予相關機構，以進一步保障個人私隱。

有關 50222 遠足短訊留蹤服務的詳情，可致電 28639903 或瀏覽<http://www.cahk.hk/index.asp>。



此新聞稿由 AQ Communications Ltd. 代香港通訊業聯會發放，如有查詢，請聯絡：

Mario So

電話：3421 2086 / 5183 9855

電郵：mso@aqcomm.com

關於香港通訊業聯會

香港通訊業聯會（前身為香港互聯網暨通訊業聯會）在政府宣佈對通訊產品及服務放寬管制後，成立於一九八三年五月廿七日。香港通訊業聯會是一家香港通訊行業之商會，其職責範圍包括廣播、有線及無線通訊和其他與資訊科技領域相關之商業部分。聯會詳情，請瀏覽<http://www.cahk.hk>。



Press Release
For immediate release

**The world's first "50222 SMS Hiker Tracking Service"
To locate hikers' latest position for easier rescue
To safeguard hikers' life**

(Hong Kong, 9 January 2012) Hiking is known to be a healthy and stress relieving activity, yet many hikers have underestimated the hidden danger hiking may arise. According to figures from police, 560 requests for assistance were reported in the first 11 months of 2011 in Hong Kong, of which some cases were life threatening cases. As hiking is becoming popular over the years, Communications Association of Hong Kong (CAHK) is pleased to launch **the world's first "50222 SMS Hiker Tracking Service" for hikers**, supported by various government bodies and five major Hong Kong mobile operators including China Mobile, CSL, PCCW mobile, SmarTone and 3HK. This service is voluntarily launched by CAHK and is free of charge service with no prior registration.

The objective of **"50222 SMS Hiker Tracking Service"** is to locate hikers' latest position for easier tracking shall rescue be needed. Distance Posts (DP) with unique set of numbers per DP, are implanted along major hiking trails by Agriculture, Fisheries and Conservation Department. Hikers simply punch in numbers shown on each DP and SMS to 50222, tracking information will then be encrypted and stored in a secured server for 3 days. Shall rescue assistance be needed during hiking, rescue parties can easily locate hikers' latest location according to DP's unique numbers and provide needed assistance quickly and effectively.

Mr. Franky Lai, Vice Chairman of CAHK, expressed, "50222 SMS Hiker Tracking Service helps locate hikers' latest position so as to speed up rescue procedures. We are glad that with the latest technology, hikers' safety can be more protected. At the moment, sending short messages via handset SMS is easier and more stable than using WI-FI / Internet applications as it occupies much lower bandwidth. Shall telecom signal be weak or even no signal, handset SMS can still be stored and sent once slightest signal is detected. As technology progresses with better mobile network coverage in hiking trails, CAHK will consider extending this service to other smartphone or internet applications.

As the final testing stage of this service has been completed, 50222 SMS Hiker Tracking Service will first roll-out in all hiking trails managed by Agriculture, Fisheries and Conservation Department in January 2012. Hikers simply need to key-in DP number, i.e "M001" for MacLehose Trail's first DP, and SMS to 50222, an automatic SMS will be sent to hikers for confirmation. Hikers can continue to send subsequent DP numbers to 50222 as they hike, similar to a "check-in" function on social networks. CAHK is studying the possibilities of extending this tracking service to other areas with markings such as Lamp Post Number, Hillside or Slope Registration Number so as to broaden service area.



To ensure high privacy protection, all hikers' records will be kept in a highly secured server for only 3 days. When rescues are needed, hikers' last reported position will be disclosed to rescue team like police or fire department. All personal information will not be disclosed to any parties to further enhance privacy.

For more details and information about "50222 SMS Hiker Tracking Service", please contact 2863 9903 or browse <http://www.cahk.hk/index.asp>

This press release is prepared by AQ Communications on behalf of Communications Association of Hong Kong. For media enquiry, please contact:

Mario So

Tel.: 3421 2086/ 5183 9855

e-mail: mso@aqcomm.com

About Communications Association of Hong Kong

The Communications Association of Hong Kong (formerly known as Internet & Telecom Association of Hong Kong) is a non-profit making organisation incorporated on 27 May 1983 following the announcement of deregulation of the telecommunications products and services. CAHK is the association for Hong Kong's communications industries, with responsibilities across broadcasting, wireline and wireless communications, and other relevant business sectors in the domain of information communications technology (ICT). For further Information, please refer to <http://www.cahk.hk/>.