

AWARD CATEGORIES & DESCRIPTIONS

1.	Best 5G Mobile Network Operator	STAR Organisation
<p>The award recognises the mobile network operator that has demonstrated outstanding performance in providing reliable, high-speed, and innovative 5G network services to its customers. This award acknowledges the operator's dedication to advancing the development and deployment of 5G technology while providing a superior user experience.</p>		
2.	Best Data Centre	STAR Organisation
<p>The award recognises the data centre that has demonstrated exceptional performance in providing reliable, secure, and efficient data storage and management solutions, demonstrating exceptional customer service and company contributions to the sector.</p>		
3.	Best Fixed Network Operator	STAR Organisation
<p>The award recognises the operator that has demonstrated exceptional performance in delivering reliable and high-quality fixed network services to its customers. This award acknowledges the operator's commitment to providing innovative and technologically advanced solutions for its customers' connectivity needs.</p>		
4.	Best International Carrier	STAR Organisation
<p>The award recognises the carrier that has demonstrated outstanding performance in providing reliable and high-quality international telecommunications services to its customers. This award acknowledges the carrier's dedication to enhancing global connectivity and fostering international cooperation through its innovative and technologically advanced solutions.</p>		
5.	Best Startup & Future Enterprise	STAR Organisation
<p>The award recognises outstanding local ICT startups and emerging enterprises that have demonstrated exceptional performance in growth, innovation, creativity, functionality, market potential, and overall performance. This award acknowledges the enterprise's commitment to pushing the boundaries of technology and business to create new and better solutions for the future, while also demonstrating the impact for significant growth and expansion in their respective markets.</p>		
6.	Best 5G Application	STAR Application / Solution
<p>The award recognises the development and deployment of innovative and impactful 5G applications that have demonstrated exceptional performance, user experience, and market potential. This award acknowledges the application's ability to leverage the power of 5G technology to provide new and better solutions for businesses, consumers, and society as a whole.</p>		
7.	Best AI Application	STAR Application / Solution
<p>The award recognises the development and deployment of innovative and impactful applications that have demonstrated exceptional performance, user experience, and market potential in the field of artificial intelligence. This award acknowledges the application's ability to leverage the power of AI technology to provide new and better solutions for businesses, consumers, and society as a whole.</p>		
8.	Best Cloud Solution	STAR Application / Solution
<p>The award recognises the development and deployment of innovative and impactful solutions that have demonstrated exceptional performance, user experience, and market potential in cloud computing, showcasing the full range of possibilities created for consumers and enterprises today – from private to public, community, hybrid, or distributed cloud models.</p>		
9.	Best FinTech	STAR Application / Solution
<p>The award recognises the development and deployment of innovative and impactful FinTech solutions and applications that have demonstrated exceptional performance, user experience, and market potential, including FinTech innovation applications or solutions for enhancing operations and/or fostering new modes of business for the financial sector (such as banking, insurance, or fund management), while also prioritising FinTech security. This award acknowledges the solution's ability to leverage the power of technology to provide new and better solutions for financial institutions and customers alike.</p>		
10.	Best Green ICT	STAR Application / Solution
<p>The award recognises environmentally friendly initiatives in the operations of companies in the ICT industry that have made significant contributions to sustainability in the industry as a whole.</p>		
11.	Best HealthTech	STAR Application / Solution
<p>The award recognises the development and deployment of innovative and impactful HealthTech solutions and applications that have demonstrated exceptional performance, user experience, and market potential, including the best and innovative applications or solutions that demonstrate the positive impact they have for patients and the healthcare system.</p>		
12.	Best Web3	STAR Application / Solution
<p>The award recognises the best and innovative applications or solutions that allow people to experience Web3, which includes metaverse, blockchains, cryptocurrencies, NFTs, VR, AR, robotics, and big data. This award welcomes all players in the mobile and digital ecosystem involved in developing and delivering services, platforms, and experiences for all aspects of Web3.</p>		
13.	Best Customer Experience Project	STAR Project
<p>The award recognises the best customer experience project that is effectively leveraging either customer-facing or back-end technology to create more relevant, seamless or inspiring customer experiences.</p>		
14.	Best Digital Entertainment Project	STAR Project
<p>The award recognises the best and most compelling services that allow people to enjoy more when playing games or other entertainment format through digital devices and in better ways than ever before.</p>		