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## ABOUT HKEDCITY

As a massive one-stop professional education portal in Hong Kong, HKEdCity ([www.hkedcity.net](http://www.hkedcity.net)) is endowed with information, resources, interactive communities and online services, to promote the use of information technology (IT) in improving the effectiveness of learning and teaching, fulfilling its commitment to meet new opportunities shoulder to shoulder with the education sector.

HKEdCity is dedicated to developing high-quality online services across the region with an aim to:

- facilitate exchanges in educational resources and information among schools and teachers, and build a professional community of teachers;
- encourage students to make effective use of learning resources in the growing trend of student-centric self-directed learning; and
- empower parents to nurture their children for whole person development and being a lifelong learner.

Through the synergy effect brought about by teachers, students and parents in close collaboration with our partners, we are proactively building an interactive service platform that is mutually beneficial to learning and teaching.

To strengthen our ties with schools and promote effective learning and teaching, over 90% of the primary and secondary schools throughout the territory have become our members. Teachers and students can benefit from our massive array of learning and teaching services.

### Membership Types

- School Members, including school principals, teachers, students and peers;
- Public Members, including parents and general public;
- Corporate Members

The screenshot displays the HKEdCity website interface. At the top, there is a navigation bar with the HKEdCity logo and user roles: Teacher, Secondary School Student, Primary School Student, Parent, and Partner. Below this is a banner titled "Easy Navigation with Smart Technology" with the subtext "Experience our brand new website right now!".

The "Latest News" section features three articles: "Launch of Inspiring Competition", "Pre-order to Enjoy Additional Offers for School Year 2013/14", and "English Culture".

The "Flagship Services" section lists several offerings: "iSIT" (an enhanced library platform), "iLibrary" (an online platform for buying and selling books), "iEducation Partner" (a resource platform), "Online Question Bank" (for collaborative learning), "iSmall Campus" (an online course platform), and "iFuture" (an English learning platform).

At the bottom, there is a "Join Us" section with the tagline "Shoulder to Shoulder, Let's take part in our Learning Communities". It highlights three membership types: "Individual User" (for personal use), "School" (for educational institutions), and "Corporate" (for business partners).

# SIGNATURE SERVICES

= Teachers   = Students   = Parents   = Corporate



Known as "Educational Video", EdV ([www.hkedcity.net/edv/hke](http://www.hkedcity.net/edv/hke)) is a free school-based platform for primary and secondary schools in Hong Kong to share videos with the aim of promoting multimedia learning and teaching resources. Schools can upload, store and share videos through their self-managed platform, while teachers and students can produce and share creative multimedia learning and teaching resources with their peers.

- 📍 This online tool contains no commercial advertisements and promotions to ensure the worry-free use of students;
- 📍 Schools can assign access rights to different groups at their own discretion. Videos published by schools can be viewed by the general public or by a designated class or group of students only;
- 📍 Schools are encouraged to post and share outstanding works publicly for peer review.
- 📍 In addition to videos uploaded by schools, HKEdCity also glean educational videos produced by various organizations to expand our video resource base.
- 📍 Annual campaign "EdV Awards" will be organized as an encouragement for schools, teachers, students and pre-service teachers to produce and share excellent learning videos ranging in topic from class demonstration and scientific experiments to subject researches. Professional assessors and members of the general public will be invited to vote on the outstanding works.
- 📍 Practical workshops are organized to encourage participants in the education sector to master video production skills and gain hands-on experience in video editing applications.



# English Campus English Campus



Featuring online self-learning and assessment functions, English Campus ([www.hkedcity.net/english](http://www.hkedcity.net/english)) is an interactive English learning platform for teachers and students. By offering multimedia English news clips and online exercises, students are encouraged to engage themselves in self-assessment for language improvement.

- 📍 Online news exercises at TVNews are updated on a weekly basis which centered around hot issues. These exercises contain English news clips of one or two minutes in length, coupled with vocabulary, comprehension and discussions, for students to sharpen their English by themselves.
- 📍 Available in Junior and Senior levels, TVNews are designed to guide students through the entire learning process. "Before Watching: Vocab Building" and "After Watching: Discussion" are available to train students to think from multi-angles.
- 📍 There is also a daily News Archive with script that collects the latest news clips of current affairs and social issues.
- 📍 This platform is updated with English movies, books and video clips from time to time to create an interesting and friendly atmosphere in learning English.
- 📍 English Campus also collects online English learning materials for students to brush up their skills in English speaking, listening, reading and writing.



## Online Question Bank



Online Question Bank (OQB) ([www.hkedcity.net/oqb](http://www.hkedcity.net/oqb)) is an online learning platform designed to facilitate "Assessment for Learning". Through a series of assessment exercises and detailed analyses, the OQB enables teachers to better understand the learning progress and performance of each student and explore individual learning potential, which help them adjust and formulate effective teaching strategies and develop individual study plan to cater for learning diversity.

From 2009 onwards, the platform has been partnering with Hong Kong Examinations and Assessment Authority (HKEAA) and different content providers to collate questions in different subjects for the purpose of expanding its subject range and question base.

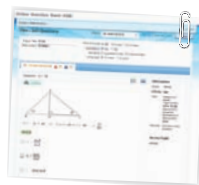
HKEdCity's award-winning platform which has won the Gold Award of Best Lifestyle Award (Learning & Living) in Hong Kong ICT Awards 2011 and Merit Award of eLearning category in the Asia Pacific ICT Awards 2011 (APICTA 2011);

OQB provides items from different content providers and previous public examinations published by HKEAA and updates questions from the latest Hong Kong Diploma of Secondary Education (HKDSE) Examination. To date, the platform has accumulated over 6,000 questions that cover a wide variety of subjects including Chinese, English, Mathematics, Physics, Chemistry, Biology, Economics, Information and communication technology, and Liberal studies.

These questions are categorized based on their levels of difficulty, subjects and school years which some of them come with reference materials and detailed explanation of the answers.

The platform supports various digital devices such as desktop, tablet and smart phone, and provides different test paper modes such as simulated tests or instant answer reviews to enhance the efficiency of revision.

OQB provides a comprehensive and instant feedback, statistic record and a number of assessment reports for schools, teachers and students to get to know platform usage and track learning progress and performance.



## Hong Kong Reading City



As a popular online service among education stakeholders, Hong Kong Reading City ([www.hkreadingcity.net](http://www.hkreadingcity.net)) aims to build up "Read and Share" culture among schools, encourage Hong Kong students to learn from extensive reading, and foster a good reading habit.

- Partnering with education and publishing sectors, different theme-based web content and tools such as "Trial Reading", "Reading Focus", "Authors Online" and "Reading Resources" are developed.
- The platform provides a comprehensive range of reading services for schools, including an online training program "Reading Ambassador", the "Reading Contract", "Online Reading Club" and other online resources.
- Encouraging students to read on their own initiative, the "Reading Contract" employs information technology for students to systematically record their reading progress, inspirations and thoughts. Teachers will be able to realize the learning habits and capabilities of their students through the management system and thus formulate appropriate reading and learning strategies.
- The "Reading eCard" feature enables students to recommend good books to and share the pleasures of reading with their peers.
- The "10 Books Election" is organized every year to invite students to vote on their favourite books and authors. It serves as an encouragement for authors and publishers, and will also promote their understanding about the reading habits and preferences of the primary and secondary school students.



## Teacher TV



Teacher TV (TTV) ([www.hkedcity.net/teacher/teachertv](http://www.hkedcity.net/teacher/teachertv)) is an online video station designed to support the professional development of teachers. Capitalizing on new media technology, this platform helps teachers consolidate professional knowledge through online self-learning, class observation, and good teaching practices by other schools, which in turn facilitates the building of an online culture that combines interactive learning and knowledge sharing and increases the bonding with professional communities.

- TTV provides over 800 video clips that cover teaching demonstrations, case studies and professional lectures in different channels.
- Each channel stocks relevant teaching resources, allowing teachers to download with ease relevant teaching plans and materials in real time or search for more resources.
- The platform is a pool of extensive teaching experience from numerous teachers and success stories of school reforms for people in the education sector to learn from one another.
- There is a forum designed to encourage teachers to share their joy and bitterness in teaching and give their feedbacks to peers after watching video.



# Inclusion Pavilion 共融資料館 Inclusion Pavilion



Inclusion Pavilion ([www.hkedcity.net/sen](http://www.hkedcity.net/sen)) is a multifunctional information and resource platform geared to the needs of special education development. Well stocked with articles, teaching strategies and school-based experiences relating to special educational needs, the platform aims to enhance the knowledge and understanding of teachers and parents about common special educational needs and inclusive education policies. This will in turn enable teachers and parents to develop proper pedagogies that can address the learner diversity, promote inclusive culture and achieve whole person development.

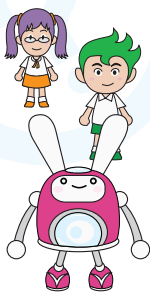
- 📍 In partnership with organizations and experts that support students with special educational needs, the platform garners a comprehensive and newly information and resources on special educational needs and categorises such data based on different special needs to facilitate information search by teachers and parents.
- 📍 Each category of special educational needs includes basic information, teaching materials, school-based experiences, social interaction, diversified training, emotion and behaviour management, and pre-service training, giving users easier access to the information they need.
- 📍 It also provides links to related websites for parents and teachers to seek expert advice.
- 📍 The platform comes with a feedback function and a forum for users to give their comments on articles and share their experiences in inclusive education and child nurturing.
- 📍 All information can be shared on social media or via email with parents and peers in the education sector.



# Small Campus Small Campus



Small Campus ([www.smallcampus.net](http://www.smallcampus.net)) is an interactive game-based learning platform where primary school students can develop learning motivation and self-directed learning habit through curriculum-based contents, interactive learning games, counselling information and tools and theme-based activities and competitions.



- Small Campus has over 50 interactive wise games available in two levels: Primary Grades 1-3 and Primary Grades 4-6. Geared to specific needs of primary pupils, these games are classified into different subjects including Chinese, English, Mathematics, and general knowledge.
- The platform enables students to read online anytime, anywhere and develop a reading habit through a wide range of services such as "Trial Reading", "Shared by Authors", and "Liberal Reading".
- Student members are entitled to receive interactive learning information from time to time such as "My Small Task" and participate in designated activities and contests.
- A number of learning programs are launched with an aim to consolidate the general knowledge of students in mathematics and science and motivate students to explore the world of knowledge and learn by themselves. These programs include "10-min Science", "Summer Science", and "ISES" on innovative science and environmental study.



# Teen Campus 少年teen空



Teen Campus ([www.hkedcity.net/teencampus](http://www.hkedcity.net/teencampus)) is an all-rounded learning platform which allows teenagers to unleash individual potential and encourages them to learn continuously through comprehensive and diversified range of interactive learning activities and resources. It motivates young people to equip themselves with theoretical knowledge and practical skills for coping with challenges ahead, and shapes their empathy towards the community and the world.

- The one-stop interactive learning platform has a diverse range of learning resources in store, including TVNews exercises, Online Question Bank and books recommendation to encourage students to learn online in an all-rounded manner.
- Teen Campus organizes a "Student Explorer" program, which includes various workshops, seminars, visits, interviews, and volunteer services to inspire students to explore and reflect on new things. Such activities can be counted towards "Other Learning Experiences".
- "eWorks" provides a platform for students to write or draw. The platform regularly launches "eWorks Award Scheme", theme writing events and lectures by writers, inviting scholars and writers to comment on students' works, so as to encourage students to write more.
- In cooperation with various experts and organizations, "Multiple Pathways" collects a wide array of information about further study, employment and counselling. In addition to textual presentation, it also provides multimedia information such as video clips, sound bites and live broadcast programs so that students may get some guidelines on their future development through the sharing of people from different backgrounds and career planners.
- "Self-value" gathers questions and queries from teenagers on their road of growth. Students can express their feelings and raise any questions, to which professional social workers will provide feedback or answers.



As a pioneering one-stop online marketplace for learning and teaching resources, EdMall (<http://edmall.hkedcity.net>) integrates learning and teaching information and resources, and interactive communities to give schools, teachers, students, parents and commercial sector a convenient, quick and secure access to online transaction services. The ultimate aim is to drive the industry to develop more quality learning resources and enrich learning experiences of students, creating considerable business opportunities in the growing trend in eLearning today.

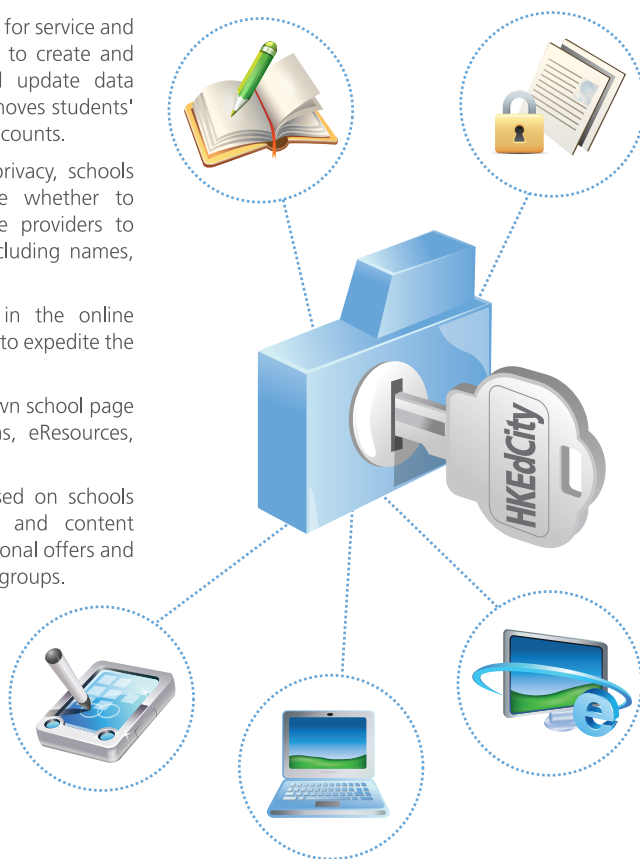
- 📍 Vendors will be able to open their own online EdStores after completing simple registration procedures and bearing affordable monthly fees. Operating costs are minimized as vendors can manage the design of store, product range, orders and customer contacts of their own stores.
- 📍 EdMall provides a diverse range of high-quality eLearning and teaching resources from Hong Kong and overseas. These resources are arranged systematically based on subjects, levels of study or categories. Products available for sale on the platform are detailed in text and graphics to facilitate ease of search and purchase.
- 📍 Vendors are entitled to flexible marketing strategies, whereas special discounts are offered to customers in the education sector. Products are priced at different levels for different groups such as schools, students and teachers or are subject to bulk purchase discount, while free products and services are offered to users on free trial basis from time to time.
- 📍 Flexible payment methods are available to cater for the needs of schools, teachers or other users.
- 📍 Products purchased may be downloaded for use instantly. Schools, teachers and parents will find it convenient to buy and assign products and services through their HKEdCity accounts to designated classes or even individual students, all in a secured and efficient process.
- 📍 HKEdCity works closely with vendors in marketing and promotional activities to the benefit of users.



## EdConnect Directory Service *EdConnect*

In tandem with the eLearning trend, EdConnect Directory Service ([www.hkedcity.net/emads/cht/Edconnect.html](http://www.hkedcity.net/emads/cht/Edconnect.html)) has been launched riding on the complete HKEdCity membership system. eLearning service and content providers can register EdConnect to give its users (including teachers and students) a single sign-on access solution via HKEdCity accounts. In addition to providing easy and simple access for schools, this solution removes the hassle of obtaining user directory data under specified accounts for service and content providers.

- 📍 EdConnect eliminates the need for service and content providers and schools to create and manage accounts, enter and update data from time to time and also removes students' hassle of managing multiple accounts.
- 📍 As a protection of personal privacy, schools and other users can choose whether to empower content and service providers to obtain their personal data, including names, grades and schools.
- 📍 Users can activate and log in the online platform or eBooks in real time to expedite the service process.
- 📍 Schools may customize their own school page with selected online platforms, eResources, learning tools and eBooks.
- 📍 User groups are classified based on schools and grades, helping service and content providers to customize promotional offers and collect opinions from different groups.



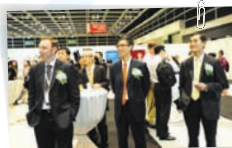
# Learning & Teaching Expo

## Learning & Teaching Expo





Learning & Teaching Expo (LTE) ([www.hkedcity.net/lte](http://www.hkedcity.net/lte)) is an annual platform for schools leaders, teachers and educators in Asia to discover the latest developments in educational resources and learning technology. It serves as an opportunity for everyone involved in the provision of education to exchange ideas about learning and teaching in the 21st century. LTE is set to evolve into a rendezvous for elites and stakeholders in the education industry of Hong Kong, Asia Pacific region and across the world where innovative ideas are pooled together for the development of learning and teaching.


- As a large expo unrivalled in the education sector, the expo attracts various education product and service providers including local and international IT companies, education publishers and academic associations, and creates business opportunities for the exhibitors. Through the platform, participants are able to achieve multiple goals including releasing new products, collating market intelligence, promoting existing products, tracking customer needs and reaching target customers.
- The expo showcases the latest trends and groundbreaking ideas about education, and provides an extensive array of products and services including ICT hardware and software, interactive technologies, game-based learning kits, and classroom equipment.
- The event comprises a series of education workshops and forums where local and global leading scholars and education experts pool their wisdom on a wide range of topics such as eLearning, IT in education, education trends in the 21st Century, game-based learning, and the trends of inclusive education.
- Educators and visitors are invited on free-admission basis to the latest learning and teaching technologies and resources for them to keep pace with the future trends of education policies.
- Field visits to schools are organized for the education sector to draw on the useful experience of different schools in teaching, building and facility.





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