



電話 TEL: 2601 8230
圖文傳真 FAX NO: 2691 4661
本署檔號 OUR REF: (3) in LCSD/4-35/23 C
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25 May 2016

Clerk to Public Account Committee
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong
(Attn: Mr. Anthony CHU)

Dear Mr. CHU,

Public Accounts Committee
Consideration of Chapter 8 of the Director of Audit's Report No. 66
Procurement and inventory management of ICT products and services

To facilitate the Committee's consideration of the matter we enclose responses to the questions on provision of apps. The replies are set out in the Annex for Members' consideration.

Yours sincerely,

(CHAN Ki-hung)
for Director of Leisure and Cultural Services

Encl.

Part 5: Provision of apps

- 1. Five out of 10 apps with lowest average monthly number of downloads identified by Audit concern "King Yin Lei" developed by LCSD (Table 18 refers). Will LCSD inform this Committee why it had not consolidated five apps into one app given that the five apps were concerned with "King Yin Lei" and were developed under the same project and released on the same day?**

Officially launched in April 2014, the series of five King Yin Lei apps was developed as part of the "Generic Platform for Virtual Reality Touring Programme for Monuments" of the Antiquities and Monuments Office to attract different age and interest groups of the general public.

Amongst the five apps, "King Yin Lei" app provided an overview of King Yin Lei, a declared monument, and its restoration works with video clips, panoramas and photos that was suitable for people who were interested in the history and restoration of the mansion. The other four apps were games targeting different age groups, i.e. "PhotoMe@King Yin Lei" app allowed visitors to take snapshots with different scenes of King Yin Lei as backdrops and was suitable for junior secondary school students or above; "Restore King Yin Lei" app set out the restoration processes of the declared monument through a guessing game and was suitable for senior secondary school students or above; and "Matching@King Yin Lei" and "Puzzles@King Yin Lei" apps were simple games targeting young children.

- 2. For those apps with limited mobile device features as listed in Table 19, what will LCSD do to improve them? For those apps with low download rates, what measures has LCSD taken to address the problem? Will they be decommissioned?**

For the 8 apps listed with limited mobile device features, only two (Bruce Lee: Kung Fu • Art • Life and My Culture) are still available for public download. The other six have already been decommissioned. LCSD has implemented as far as possible relevant mobile device features in the apps to enhance their attractiveness. For instance, mobile device features such as camera and sharing function were provided in Bruce Lee: Kung Fu • Art • Life, while location services and mobile map were featured in My Culture. LCSD will regularly review the download rate of its apps and make necessary enhancements in response to public feedback. Apps which fail to attract a satisfactory number of downloads will be decommissioned as soon as possible to save maintenance cost. Contents suitable to be retained will be disseminated to members of public through other channels.