SUGA®

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SUGA Showcases Innovative Technologies at Hong Kong Electronics Fair (Autumn Edition)
Displays Pet AI in Practical Applications in Property Technology

Suga International Holdings Limited ("SUGA" or the "Group") (stock code: 912), a leading electronics total solutions provider also operating a pet food and pet accessories business, has debuted a number of innovative technologies highlighted by pet facial recognition technology, artificial intelligence (AI) solutions and customer flow statistics software as a service (SaaS) at the Hong Kong Electronics Fair (Autumn Edition) ("Electronics Fair"). A major innovative direction was the Group demonstrating the potential of pet AI in practical applications, especially in the field of property technology (Proptech).

In recent years, in order to promote the integration of the constantly increasing numbers of pets into the community, society needs not only to provide more support facilities for pets and their owners, but also to be concerned about people who are resistant or allergic to furry friends. At the Electronics Fair, SUGA used specially-made architectural models to demonstrate the practical applications of its self-developed pet-related technologies and how they can be adopted to promote harmony between humans and pets. This includes incorporating pet facial recognition technology into the CCTV system in lifts whereby a "dog in lift" signal can be displayed of lifts, enabling other lift users to prepare for this contingency. In addition, through video analysis technology, alerts such as "wheelchair user", "baby stroller", "massive porterage", etc. can be issued in other situations to realise more intelligent and flexible use of lifts.

At the same time, to cater for pets and their owners, SUGA is developing a smart pet product, the Pet Smart Door (寵物智能門). Deploying pet facial recognition technology, the Pet Smart Door can identify pets based on their facial features, thereby eliminating the discomfort of wearing a bluetooth collar when passing through the electronic pet door.

Dr Ng Man Cheuk, Alfred, Executive Director and Chief Technology Officer of the Group and Chief Executive Officer of the Electronics Manufacturing Services (EMS) Division, said, "To further improve pet facial recognition and AI technologies, we have established a dedicated AI team, hired relevant academic and scientific research professionals and actively prospected for suitable partners such as pet malls and property developers. We hope these technologies can meet commercial standards as soon as possible so that they can be more widely utilised in stray pet management, lost pet search, pet insurance claims and other services. We also hope that our products addressing these needs can be quickly launched to the market ".

In addition to pet-related products, facing the current data-first trend, SUGA has also applied its self-developed AI technology within the Proptech sector by launching customer flow statistics SaaS solutions. The service uses video analysis technology connected to the existing CCTV systems of shopping malls or merchants to realise multi-functional customer flow statistics in real-time. Users can also set their own statistical parameters so that they can accurately assess the interactive customer flow in different areas, like counting the pedestrian traffic at different shops or booths at specific time slots. Compared with traditional statistical hardware, SUGA's more flexible AI solution can help save the cost and time needed in installing additional hardware.
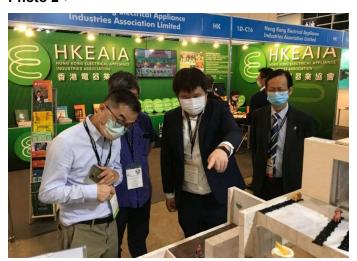
Photo Caption：
Photo 1：

Representing SUGA, its Chairman Dr Chi Ho Ng (right) and **Executive Director and Chief Technology Officer of the Group and Chief Executive Officer of the Electronics Manufacturing Services (EMS) Division, Dr Alfred Ng** (left) attend the Hong Kong Electronics Fair (Autumn Edition).

Photo 2：

SUGA's Chairman Dr Chi Ho Ng (right) and **Executive Director and Chief Technology Officer of the Group and Chief Executive Officer of the Electronics Manufacturing Services (EMS) Division, Dr Alfred Ng** (second from the right)**,** shows and shares with visitors to the fair the latest pet facial recognition technology and artificial intelligence (AI) solutions developed by the Group.

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