

【 Press Release 】

## 25 SHKP Malls Installed Dementia's Secret Angel APP to Assist in Locating Individuals with Dementia who Got Lost and Support the Caring Communities for Dementia Campaign

( 5 March, 2024, Hong Kong ) The Caring Communities for Dementia Campaign, a collaboration between the Jockey Club Centre for Positive Ageing (JCCPA) and the team of Professor Gary Chan from the Department of Computer Science and Engineering at The Hong Kong University of Science and Technology (HKUST), has recently partnered with Sun Hung Kai Properties Limited (SHKP). With the support of SHKP, the Dementia's Secret Angel APP has been installed in 25 SHKP malls across Hong Kong. Most of the malls have also installed Angel Boxes to facilitate the quick return of individuals with dementia who have become lost.

People with dementia who carry the ibeacon can have their Bluetooth signals detected by the Dementia's Secret Angel APP installed on tablets, mobile phones, or Angel Boxes. The location data captured by the app is then shared with caregivers to aid in locating the person. The app has been installed in the tablets of 25 SHKP malls, and over 100 Angel Boxes have been installed at the main entrances of 18 of the malls to assist in locating people with dementia who have become lost.


This batch of Angel Boxes is the first in Hong Kong to adopt the latest LoRa technology. They can connect to the server through a low-power LoRa network instead of the mobile or fixed networks. This new technology significantly reduces installation costs and complexity, enhancing network coverage to locate people with dementia who have gotten lost.

**Professor Timothy Kwok, Director, Jockey Club Centre for Positive Ageing** said, "According to the survey results on 'The Situation of People with Dementia who Get Lost', it was revealed that 50% of people with dementia who get lost are found inside a building or on a nearby street. Hong Kong has countless shopping malls with entrances and exits extending in all directions. Elderly people living nearby often visit these shopping malls, making them one of the common places where people get lost. We are delighted to collaborate with SHKP to install Bluetooth detection devices, known as 'Angel Boxes', in their shopping malls. These devices are placed at major entrances and exits to provide clues to family members, helping us work together to build a dementia-friendly community."

**Professor Gary Chan from the Department of Computer Science and Engineering of The Hong Kong University of Science and Technology** said, "We appreciate SHKP for supporting the project. We can place the 'Angel Box' in their malls to expand and strengthen the Bluetooth detection network. People with dementia often feel anxious when they got lost and caregivers are very worried. We hope to provide the location clues of the lost person through technology, thereby helping their families to find the lost elderly more quickly."

**Ms. Cris Fung, Leasing – Retail Marketing and Customer Relations General Manager, Sun Hung Kai Real Estate Agency** said, "SHKP is committed to putting customers first. The professional and attentive Customer Care Ambassador teams at our malls have in the past helped reunite a number of lost individuals with dementia with their families. By installing Angel Boxes and the Dementia's Secret Angel APP, we hope our malls can provide additional assistance in locating individuals with dementia who have become lost. We encourage individuals with dementia to carry the device and call on more people to download the app. Through the collective efforts from all parties, a caring and friendly community can be fostered."

Since the campaign was launched, it has received widespread support from both large enterprises and the public. We have collaborated with many large enterprises and organizations such as HKT Limited, The Kowloon Motor Bus Co. (1933) Ltd, and MTR Corporation Limited (listed in alphabetical order). Currently, more than 3,200 people with dementia have applied for the ibeacon. The mobile app has been downloaded over 40,000 times and has provided location clues for more than 150 missing cases.

Photo Caption	
	<p>25 SHKP malls have installed the Dementia's Secret Angel APP.</p>

25 SHKP malls with the Dementia's Secret Angel App and / or Angel Boxes installed	
<ol style="list-style-type: none"> <li>1. apm (Kwun Tong)</li> <li>2. Chelsea Heights (Tuen Mun)</li> <li>3. Chi Fu Landmark (Pok Fu Lam)</li> <li>4. East Point City (Tseung Kwan O)</li> <li>5. Harbour North (North Point)</li> <li>6. HomeSquare (Sha Tin)</li> <li>7. K-Point (Tuen Mun)</li> <li>8. Landmark North (Sheung Shui)</li> <li>9. Metroplaza (Kwai Fong)</li> <li>10. Metropolis Plaza (Sheung Shui)</li> <li>11. Mikiki (San Po Kong)</li> <li>12. MOKO (Mong Kok)</li> <li>13. New Jade Shopping Arcade (Chai Wan)</li> </ol>	<ol style="list-style-type: none"> <li>14. New Town Plaza (Sha Tin)</li> <li>15. Park Central (Tseung Kwan O)</li> <li>16. PopWalk (Tseung Kwan O)</li> <li>17. Tai Po Mega Mall (Tai Po)</li> <li>18. Tsuen Kam Centre (Tsuen Wan)</li> <li>19. Tsuen Wan Plaza (Tsuen Wan)</li> <li>20. Uptown Plaza (Tai Po)</li> <li>21. V city (Tuen Mun)</li> <li>22. V Walk (Nam Cheong)</li> <li>23. wwwtc mall (Causeway Bay)</li> <li>24. YOHO MALL (Yuen Long)</li> <li>25. Yuen Long Plaza (Yuen Long)</li> </ol>

### Technical Principle

The ibeacon, the Bluetooth signal detector “Angel Box”, and the mobile app use Bluetooth and crowdsourcing machine learning technology developed by HKUST. When people with dementia who carry this handy ibeacon are out on the street, the Bluetooth signals from this device can be detected by the “Angel Box” or mobile app. Through the GPS signals from the “Angel Box” or the mobile app, the location data is anonymously uploaded to the server, and our cloud-based program can estimate the person’s location.

When people with dementia get lost, caregivers can use the “Report Lost” function in the mobile app to notify those who have downloaded the app. This reminds them to enable the “Location” (GPS) and “Bluetooth” on their mobile phones to detect the signal of the lost person. Upon receiving the signal, the mobile app anonymously uploads the signal and location data to the server. Through algorithms, the mobile app can infer the whereabouts of the lost person. By combining the fixed locations of “Angel Boxes” and mobile app users, a powerful tracing network is formed.

This technology is especially suitable for places with high population density. If the number of “Angel Boxes” and mobile apps is large, the detected location will be more meticulous and accurate. Furthermore, “Privacy by Design” is adopted for the entire system, including the “Angel Box” and the mobile app. A “Privacy Impact Assessment” and a “Security Risk Assessment and Audit” were conducted to protect the privacy of the users.

### **About Caring Communities for Dementia Campaign**

JCCPA in conjunction with the Hong Kong University of Science and Technology introduced the Caring Communities for Dementia Campaign. The campaign seeks to establish a community network and technology to share information about dementia with caregivers and the general public. It also aims to rally the community to join in and provide an additional means of preventing people with dementia from getting lost.

Campaign Website: <https://www.jccpa.org.hk/projects/ccd/>

To download mobile app and become "Dementia Angel":



URL: <https://apple.co/352FF61>



URL: <https://bit.ly/2OdI5d1>

Enquiry and registration hotline: 6804-6307

### **About Jockey Club Centre for Positive Ageing (JCCPA)**

The Jockey Club Centre for Positive Ageing is a non-profit integrated service centre for dementia inaugurated in 2000. The centre was established with donations from The Hong Kong Jockey Club Charities Trust and managed by The Chinese University of Hong Kong. It is committed to providing quality training to people with dementia to delay the decline in cognitive ability and encourage them to maintain normal social activities. It also helps to relieve stress among family members through supporting services and aids the further development of dementia care through training and research.

Website: [www.jccpa.org.hk](http://www.jccpa.org.hk)

### **About Sun Hung Kai Properties Limited (SHKP)**

Sun Hung Kai Properties Limited (SHKP) is committed to Building Homes with Heart, through developing premium quality projects for residential, office and retail purposes as well as offering first-class customer-focused service over the years. Since its listing in 1972, SHKP has built many distinctive projects that had become landmarks reflecting the growth of Hong Kong and helped define the city as a major international metropolis. The Group is now one of Hong Kong's leading property developer, with the most extensive shopping mall network across various districts. Its International Commerce Centre, the tallest building in Hong Kong, forms the stunning Victoria Harbour Gateway with Two IFC on the Central waterfront. The Group actively engages and invests in the wider community through programmes that encourage exercise for good, promote reading among the youths and caring for the underprivileged, all to building a better Hong Kong for everyone.

Website: [www.shkp.com](http://www.shkp.com)

### **About The Hong Kong University of Science and Technology (HKUST)**

The Hong Kong University of Science and Technology (HKUST) is a world-class research-intensive university that focuses on science, technology and business as well as humanities and social science. HKUST offers an international campus, and a holistic and interdisciplinary pedagogy to nurture well-rounded graduates with global vision, a strong entrepreneurial spirit and innovative thinking. Over 80% of our research work were rated "Internationally excellent" or "world leading" in the Research Assessment Exercise 2020 of Hong Kong's University Grants Committee. We were ranked 2nd in Times Higher Education's Young University Rankings 2023, and our graduates were ranked 30th worldwide and among the best from universities from Asia in Global Employability University Ranking and Survey 2022. As of early 2023, HKUST members have founded 1,645 active start-ups, including nine unicorns and 11 exits (IPO or M&A), generating economic impact worth over HK\$400 billion. InvestHK cited QS World University Rankings by Subject 2021 to demonstrate the performance of five world's top 100 local universities in several innovation-centric areas, among which HKUST ranked top in four engineering and materials science subjects.

Website: <https://hkust.edu.hk/>

**Media Enquiry**

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