

# Intelligent Systems Ready for the Digital Future of Supply Chains

## Seminar Series:

### How VR and AR Can Bring Innovation and Productivity to Enterprise?

**Date:** 21 September 2017 (Thursday)  
**Time:** 12:30 — 13:30  
**Venue:** Room N102  
Hang Seng Management College  
**Speaker:** Dr. WONG Yin Cheung, Eugene  
Assistant Professor



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Dr Eugene Y C Wong received his BEng from The University of Hong Kong, MSc from The University of London, PhD from The University of Hong Kong, and Executive Education Programme from Harvard Business School.

Dr Wong has over thirteen years of managerial and consulting experience in logistics transportation and engineering industry. He has extensive experience in trade and traffic network planning, global container flow and enterprise development in shipping and container transportation. He has practiced regional systems engineering and cost modeling in semiconductor engineering industry. He has delivered trainings and consultancy on shipping, quality management, and business process re-engineering. He has served as committee members of professional associations.

He has been teaching in university as well as publishing journal papers and books on supply chain and industrial engineering. He also serves in the editorial board of international journals. His research interests include global maritime and transport logistics, green logistics and decarbonisation, quality management and shipping law.

#### Abstract:

Enterprises in Hong Kong and worldwide are starting to use virtual reality (VR) and augmented reality (AR) technologies in their daily operations. Airport Authority Hong Kong (AAHK), Hong Kong Air Cargo Terminals Limited (Hactl), and Cathay Pacific Services Limited (CPSL) have started to use VR to assist their training activities. Hong Kong Police Force uses VR to train policemen in collecting evidence at a crime scene. Corporations, like Ford Motor and Boeing, have already set up VR laboratories in revolutionising their product design processes. Retails, including Macy, IKEA and Shisedio, have applied VR and AR in their marketing and sales functions. Facebook is adding a live-streaming feature to its virtual reality app Spaces. VR and AR are bringing innovations to social network platforms. How these technologies could bring innovation and better productivity to enterprise? This seminar will first introduce VR and AR as well as their recent applications and trends. A research study will also be shared about the cargo load planning optimisation and virtual reality visualisation in Cave Automatic Virtual Environment (CAVE). In air cargo loading operations, the planning of the unit load devices (ULD) can often be carried out only in a limited number of hours before flight departure. An air cargo load planning system is proposed with the optimisation of cargo load plan and visualisation of planning results in virtual reality systems. The system aims to optimise the cargo load planning and visualise the simulated loading planning decision on air cargo terminal operations. Future development of VR and AR will be also be discussed the seminar.

## OPEN TO PUBLIC

Registration:

<https://goo.gl/forms/toN53EjZ10uZRi0B2>



Co-organized by:



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