

7 April 2014, ClarityEnglish

ClarityEnglish wins at Hong Kong ICT Awards 2014

At a ceremony held on April 7, ClarityEnglish, the independent publisher of ICT for English, was awarded the Best SME ICT (Product) Bronze Award at the Hong Kong ICT Awards 2014 for developing and implementing the innovative ICT product Road to IELTS.

This year's awards were even more competitive than usual with over 1,600 entrants, and the ceremony was presided over by the Hong Kong Chief Executive, Mr. Leung Chun Ying, an indication of the increasing importance of ICT in the local economy.

The award highlights Clarity's technical achievements in developing a flexible exam preparation infrastructure that supports various languages, up-to-date media devices, and countries' different internet capabilities.

Technical Director Dr. Adrian Raper said that the award was a proud achievement for the company, recognising its innovative effort in delivering Road to IELTS to over 100 countries around the world.

"How would you go about delivering video to Ethiopia, Chile and China? There is no one single provider who can do this, so we had to develop an algorithm to choose between the six streaming solutions we use," he said.

"A lot of research went into what ended up being a solution that mixed an elegant interface design and complex behind-the-scenes infrastructure."

The Hong Kong ICT Awards were established in 2006 by the Hong Kong ICT industry, local academic institutions and the Hong Kong Government to promote innovation and excellence in local professionals and enterprises.

Clarity's award-winning Road to IELTS is co-published with the British Council of Hong Kong and is now used internationally by close to fifty percent of all IELTS test-takers.