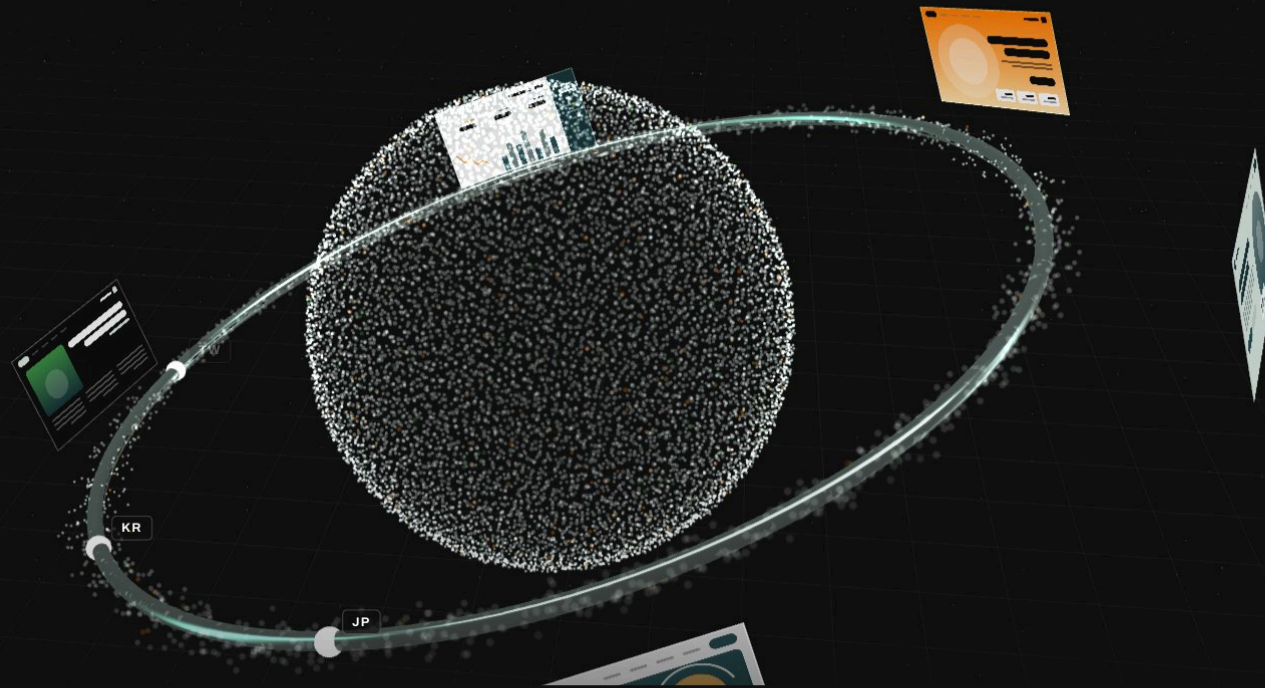




From idea to live.

From struggle to relief.

Technology, treated as craft. Generative film, considered websites, commerce and play, and the intelligence that measures them: conceived, engineered and operated end to end by one Hong Kong team, on platforms of our own.

~ 1.2M+

Monthly active users on she.com, a platform we built and run

10K+

Social accounts monitored by Social PULSe

100K+

Players in two weeks for RADO's web mini game

8

Asia-Pacific markets on one eCommerce programme

Fifteen seconds. One camera move.

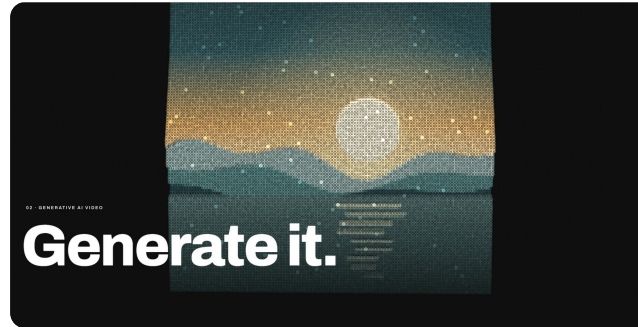
The Tech page opens on a motion piece built in WebGL: kinetic type, shapes that turn into one another and a camera that never cuts. It plays in the browser, so it can be paused, scrubbed and replayed. Watch it at www.shecommunications.com/tech.



01 · 00:00 – 00:03

Think it.

A single dot of light blooms into a chrome sphere in a shell of dust.



02 · 00:03 – 00:06

Generate it.

The dust flows into an AI still and resolves out of noise, step by step, like a diffusion model.



03 · 00:06 – 00:09

Build it.

The still breaks into wireframes, and generic site layouts scan in along them as the camera passes.



04 · 00:09 – 00:12

Ship it.

The sphere opens into an orbit round a globe of dust, carrying the eight markets of one store.



05 · 00:12 – 00:15

Get it done.

The dust spells it out, and the sphere closes and lands as the full stop.

Drawn, not borrowed.

Every picture in the film, from the landscape the dust resolves into to the site layouts on the orbit, is generic artwork drawn for it, so no client work appears in it. The eight markets are those of one real store programme.

Imagine it. Generate it.

We direct AI the way we direct a shoot: the concept first, then the look, then the cut. Chow Sang Sang's Essence 「永」 gold, worn through an ordinary day, and two Chef Nic EVOLUTION collaborations, with BAPE® and I.T, teased in frames no camera shot. Concept, generation and post-production, all in-house.

AI VIDEO PRODUCTION

CONCEPT DEVELOPMENT

POST-PRODUCTION

THE WORK · 3



Chow Sang Sang 周生生 Essence 「永」 系列

Chow Sang Sang



鋒味Chef Nic EVOLUTION x BAPE®

Chef Nic



鋒味Chef Nic EVOLUTION x I.T

Chef Nic

Design it. Build it. Measure it.

Corporate, brand and eCommerce sites, from the first wireframe to analytics and SEO after launch. For a private equity fund manager, property groups, a foundation and a museum society, with their content and data migrated across.

UI & UX DESIGN

WEB SITE DEVELOPMENT

WORDPRESS

CONTENT MIGRATION

DATA MIGRATION

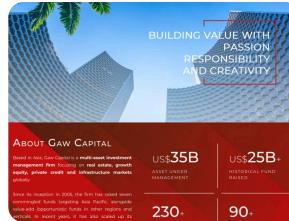
WEB ANALYTICS

SEO

GEO TAGGING

WEB HOSTING

THE WORK · 9



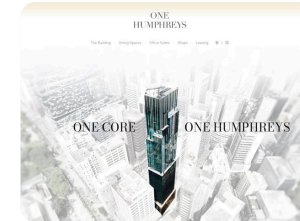
Gaw Capital

Gaw Capital · Wordpress



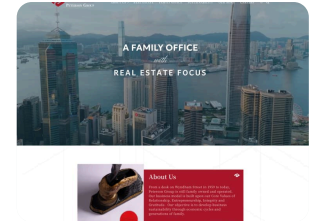
Moët Hennessy Asia Pacific

Moët Hennessy · Shopify Plus



One Humphreys Official Website

One Humphreys



Peterson Group 培新集團

Peterson Group · Wordpress



THE BETTER HONG KONG FOUNDATION

The Better Hong Kong Foundation · Wordpress



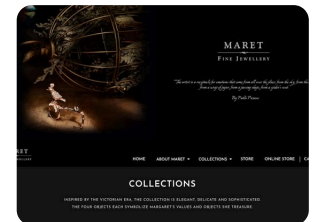
People's Place 民坊

People's Place · Wordpress



鋒味 Chef Nic

Chef Nic · Shopify



MARET

MARET · WooCommerce



HKU Museum Society 香港大學博物館學會

HKU Museum Society · Wordpress

Open the store. Ship it.

Stores that sell, and the running of them. For Moët Hennessy we developed and managed eCommerce for eight Asia-Pacific markets on Shopify Plus, working with the group's IT team in France and each local market team. For MARET and Chef Nic: the store, the payment gateways and the day-to-day operation.

SHOPIFY PLUS

SHOPIFY

WOOCOMMERCE

SHOPIFY APPS DEVELOPMENT

PAYMENT GATEWAY INTEGRATION (PAYPAL & ALIPAY)

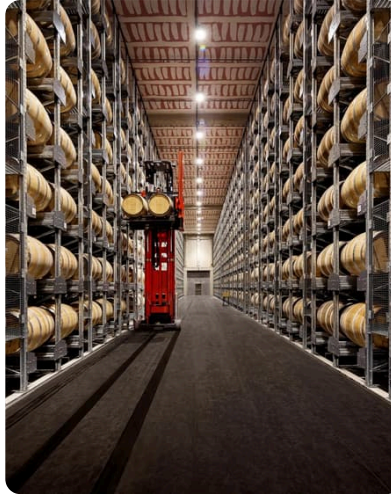
LANGUAGE TRANSLATION

OPERATION MANAGEMENT

8 MARKETS, ONE PROGRAMME · MOËT HENNESSY

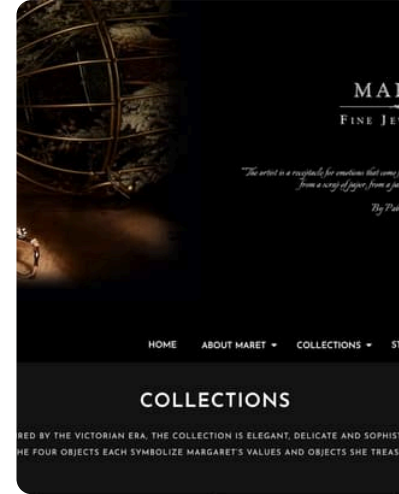
JP Japan	KR South Korea
TW Taiwan	HK Hong Kong
PH The Philippines	VN Vietnam
MY Malaysia	SG Singapore

THE WORK · 3



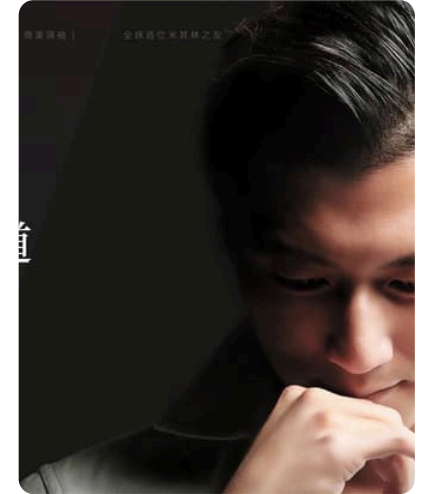
Moët Hennessy Asia Pacific

Moët Hennessy · Shopify Plus



MARET

MARET · WooCommerce



鋒味 Chef Nic

Chef Nic · Shopify

Don't tell them. Let them play.

Games and agentic AI turn an audience into players. A web mini game for RADO, played by over 100K users in a two-week campaign; campaigns for FAB, Olay and Zenyum, with the photos and videos people made feeding back into each campaign.

GAME PLAY DESIGN

AGENTIC AI

UGC

WEB DEVELOPMENT

CRM PROGRAM

PROMOTION PLANNING

100K+

users played the
game · RADO

10K+

people accessed
the filter · FAB

3K+

videos & photos
captured · FAB

THE WORK · 4



RADO

RADO · Web mini game

Over 100K users played the game



FAB

FAB · Web, Instagram

Over 10K people accessed the filter



Olay

Olay · Web, Instagram



Zenyum

Zenyum · Web, Instagram

Measure it. Be the answer.

Underneath every build: analytics, segmentation and structured data. We segmented AXA's database for its campaign, built Alcon's online registration for a 10-day trial with an eye-test booking menu and data collection for future marketing, and set up SEO and GEO tagging so search and answer engines know who a brand is, and where.

DATABASE SEGMENTATION

DATABASE MANAGEMENT

DATA MIGRATION

WEB ANALYSIS

SEO

GEO TAGGING

STRUCTURED DATA

THE WORK · 2

**AXA**

AXA

**Alcon**

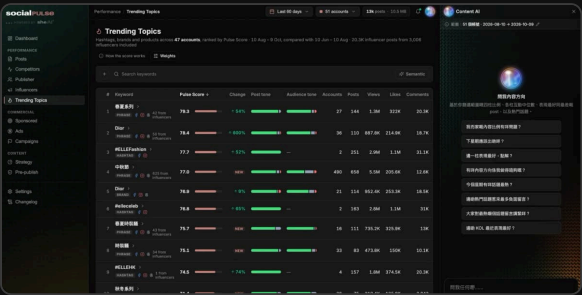
Alcon · Web, Instagram

From the structured data on www.shcommunications.com/tech · excerpt

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Built here. Run here.

Not only for clients. The tools we run our own business on, designed, built and operated by the same team.



01 · PRODUCT

Social PULSe

Read the signal.

Our social-intelligence platform for Facebook, Instagram and Threads, monitoring more than 10,000 accounts. It ingests posts every 15 minutes, separates paid from organic with a layered rule engine, and has AI read each post's image and caption for brand, product and campaign. An embedded AI analyst then interprets community trends and tone through semantic analysis, so you see what people are saying about a topic and how they feel about it, not only how often it appears. Alerts bring breakouts to the team as they happen.

01 Posts

02 Sponsor check

03 AI tags

04 Semantic analysis

05 AI analyst

06 Alerts

REACT 18

VITE

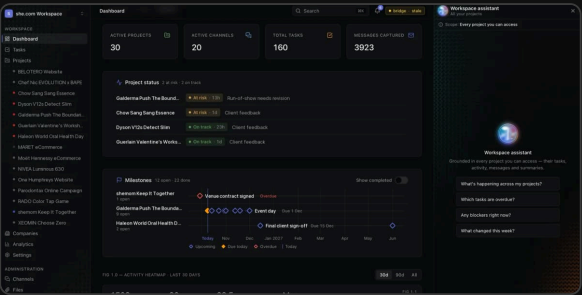
VERCEL SERVERLESS

NEON POSTGRES

GEMINI + OPENROUTER

SEMANTIC ANALYSIS

APIFY



02 · PRODUCT

Whatsman

Every message. Every task.

A unified communication hub that doubles as the company's central intelligence. It captures WhatsApp, email and WeChat, reads each message with its surrounding conversation, and turns it into tasks on one live dashboard. Retrieval-augmented generation (RAG) grounds the workspace assistant in every project, task and conversation a person can access, and gathers the relevant context automatically, so nobody has to paste it in. Workspaces stay isolated and every AI call is metered and costed.

01 Message

02 Context

03 Task

04 Dashboard

05 Assistant

NEXT.JS 15

SUPABASE AUTH + REALTIME

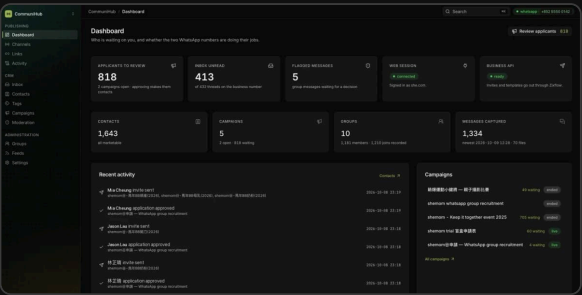
PRISMA

RAG

OPENROUTER

RAILWAY

ZUSTAND



03 · PRODUCT

CommuniHub

Know them. Reach them.

she.com's own CRM and WhatsApp publisher, grown from a feed-to-WhatsApp poster into a contact and campaign system: contacts, campaigns, groups and feeds in one dashboard. An AI layer monitors the conversation inside our social groups, reading each message in context and flagging the ones that need a human decision. A campaign is a form and a manifest written as code, and the public form runs as its own service with a database role that can only read live campaigns and add responses.

01 Campaign form

02 Contact

03 Campaign

04 WhatsApp

05 Group monitoring

NEXT.JS 15

REACT 19

PRISMA

SUPABASE POSTGRES

RAILWAY

WHATSAPP

AI MONITORING

she communications · Tech showcase

www.shecommunications.com/tech

08 / 09

Don't be a stranger.

Let's talk, we can work it out.

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