



## WANT TO KNOW HONG KONG? ASK TING TING'S VIDEO GUIDE! Introducing Hong Kong's Most Interactive, Comprehensive Guide for Travelers

**October, Hong Kong** – Visitors to Hong Kong now have a vivacious virtual lady to show them the sights.

**Video Guide Hong Kong - ask Ting Ting** is an interactive iPhone application that highlights the best Hong Kong has to offer. With vibrant TV personality **Sarah Lian** as their narrator and ever-present expert, Hong Kong tourists now have instant access to over 600 suggestions for dining, shopping, entertainment and sightseeing.

Convenient and compact, engaging and entertaining, **Video Guide Hong Kong - ask Ting Ting** is Hong Kong's most innovative and comprehensive mobile guide to the city. Featuring over two hours of lively video content, **Video Guide Hong Kong - ask Ting Ting** will direct travelers to Hong Kong's best dim sum restaurants, reveal must-visit hotspots and keep pace on a series of walking tours.



Rather than slog through a guide book to find the best deals, hippest bars or coolest shops, **Video Guide Hong Kong - ask Ting Ting's** informative clips and interactive menus present the most up-to-date and accurate information in a fun, user-friendly format.

In contrast, with other downloadable apps, tourists only receive rather limited and often outdated information. **Video Guide Hong Kong - ask Ting Ting** draws on insider tips assembled by a panel of local experts and updated frequently to keep track with the pace of this city.

A range of practical extras make **Video Guide Hong Kong - ask Ting Ting** indispensable to visitors. The 'Take Me Home' feature, for example, gives users the most direct route from their current location to their hotel. Addresses are presented in both English and Chinese and local emergency numbers, including police, taxis and the hotel concierge, are preset for quick access.

Created by **Mobile Guide (HK) Limited**, the innovative iPhone application will be launched in October, 2011. **Video Guide Hong Kong - ask Ting Ting** is available on the iTunes App Store. The application will be rolled out to further destinations in Asia in the coming months.

Like the best ideas, **ask Ting Ting** was born out of frustration. As an avid traveler, **Matthias Hendrichs**, the Founder and Managing Director of **Mobile Guide (HK) Limited**, realized conventional guide books didn't have all the answers and the alternatives were limited.

"I love to travel so I'm always looking for a fun and entertaining way to explore a new city," explains the 35-year-old entrepreneur. "I've tried using guide books, but I find most of the information is either outdated or written in a dull, academic style. Likewise when you ask people on the ground, the advice often depends on the language skills of those being asked."

Given the lack of options, Matthias saw an opportunity. "Since I couldn't find a solution on the market, I decided to create **Video Guide Hong Kong - ask Ting Ting!** I wanted a guide that would



be informative and practical but, equally important, it had to be entertaining. **Video Guide Hong Kong ask Ting Ting** lets you discover a new city in an interesting way, rather than being bored by too many unnecessary facts. “

“We wanted a cross-section of opinions,” he explains. “Since **Video Guide Hong Kong - ask Ting Ting** was created for tourists of all ages and backgrounds, we wanted to include places and options for everyone, including families, nature lovers and clubbers. The panel will constantly review the recommendations to ensure **Video Guide Hong Kong - ask Ting Ting** contains only the latest and most relevant information.”



For further press information or high resolution photography, please contact Matthias Hendrichs: T: +852 5198 7676 or [matthias.hendrichs@mobileguide.asia](mailto:matthias.hendrichs@mobileguide.asia)

--- ENDS ---

#### About Mobile Guide (HK) Limited

"Mobile Guide (HK) Limited is an innovative provider of mobile information and entertainment platforms. Based in Hong Kong, Mobile Guide created its flagship product 'ask Ting Ting', an interactive and entertaining mobile guide that allows business and leisure travelers to explore, connect and engage with new cities in an informative and exciting way. Currently available in Hong Kong, 'Video Guide Hong Kong - ask Ting Ting' will soon be adapted to other cities in Asia."

[www.asktingting.com](http://www.asktingting.com)