



PRESS RELEASE

Mobile Guide introduces “ask Ting Ting”, an interactive electronic guide for business and leisure travellers in Hong Kong

Mobile Guide (HK) Ltd, a provider of mobile information and entertainment platforms, today (August 26) announced the set up of its office in Hong Kong to launch its “ask Ting Ting” information service.

Delivered via a handheld mobile device, “ask Ting Ting” provides visitors with interactive information about Hong Kong’s must-see attractions and the best shopping, dining and entertainment options. Using entertaining video clips, intuitive menus and capsule reviews, “ask Ting Ting” offers users over 600 suggestions. The device is available from Hong Kong’s premium hotels and serviced apartments, including Le Meridien Cyberport, The Fleming and CHI Residences.

The company’s office in Hong Kong will oversee all aspects of the business, from legal and administrative issues, to video production and software development as well as marketing and sales activities. As it expands into the Asian market, Hong Kong will serve as the company’s regional base.

Managing Director of Mobile Guide (HK) Ltd, Mr Matthias Hendrichs, said, “Hong Kong is the ideal place to start a company that has creative business initiatives. The open and vibrant business culture, the support from organisations such as Invest Hong Kong and the high number of tourists make it an attractive starting point. As a perfect test market for both Mainland China and other Asian countries, Hong Kong is the right choice for us to set up our regional headquarters. The ease of doing business in this city is unparalleled to any other location.”

“The potential of Hong Kong’s creative and innovative industries attracted us to launch the innovative service ‘ask Ting Ting’. The major function of the device is to help visitors find information about Hong Kong. Tourists and business travellers alike can access the ‘ask Ting Ting’ service, which is a powerful tool for promoting the city’s attractions,” Mr Hendrichs added.

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Associate Director-General of Investment Promotion at Invest Hong Kong, Mr Andrew Davis, said, “We warmly welcome the establishment of Mobile Guide (HK) Ltd in our city. The company not only brings investment into Hong Kong, but also enriches the portfolio of our creative arena.”

Mr Davis added, “The creative industry has been identified by the Government as one of the six new growth industries of Hong Kong. According to the latest statistics, Hong Kong has about 32,000 creative industry-related establishments, with more than 176,000 practitioners. They create an added value to Hong Kong’s Gross Domestic Product (GDP) of more than HK\$60 billion annually, representing roughly five percent of GDP.”

About Mobile Guide (HK) Ltd

Mobile Guide (HK) Ltd is an innovative provider of mobile information and entertainment platform. Based in Hong Kong, the company created its flagship product “ask Ting Ting”, an interactive and entertaining mobile guide that allows business and leisure travellers to explore, connect and engage with new cities in an informative and exciting way. For more information, please visit www.asktingting.com.

About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special Administrative Region (HKSAR) Government established in July 2000 to take responsibility for Foreign Direct Investment and support overseas, Mainland and Taiwanese businesses to set up or expand in Hong Kong. It provides free advice and customised services to help businesses succeed in Hong Kong’s vibrant economy. As it celebrates its 10th anniversary, Invest Hong Kong has completed over 2,000 investment projects creating over 25,000 new jobs in the first year of operation or expansion and HK\$52 billion of investment. For more information, please visit www.investhk.gov.hk.

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