



WANT TO KNOW HONG KONG? ASK TING TING!

Introducing Hong Kong's Most Interactive, Comprehensive Guide for Travelers

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

ask Ting Ting is an interactive mobile device 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, **ask Ting Ting** is Hong Kong's most innovative and comprehensive mobile guide to the city. Featuring over two hours of lively video content, **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, **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 downloadable apps, tourists only receive limited information. Worse, whenever they access the latest news, display their position on a map, or navigate their way to a point of interest, they incur budget-blowing roaming charges.

With **ask Ting Ting**, users can avoid these inflated fees. Since **ask Ting Ting** doubles as a mobile phone and comes with a Hong Kong SIM card, users can make free local calls and one hour of free international calls per day. **ask Ting Ting** also provides unlimited access to the Internet and can be even used as a mobile Wi-Fi hotspot to connect other devices, such as laptops to the Internet free of charge.

A range of practical extras make **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 multi-functional device was launched in late August, 2010. **ask Ting Ting** is available from Hong Kong's leading hotels and serviced apartments. Several major airlines and online travel agents will be added to the distribution network in the coming months.

Like the best inventions, **ask Ting Ting** was borne 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 34-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 **ask Ting Ting**! I wanted a guide that would be informative and practical but, equally important, it had to be entertaining. **ask Ting Ting** lets you discover a new city in an interesting way, rather than being bored by too many unnecessary facts. “

To compile the hundreds of recommended venues and activities, Matthias assembled a panel of local experts.

“We wanted a cross-section of opinions,” he explains. “Since **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 **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

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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, 'ask Ting Ting' will soon be adapted to other cities in Asia."
www.asktingting.com