

**MTR Brings Customers an Enhanced Travel Experience
With a Series of New Digital Initiatives under Rail Gen 2.0**

MTR customers will soon enjoy a new and more personalised travelling experience as MTR Corporation launches a series of digital initiatives under the Rail Gen 2.0 programme. Starting from 4 September, the easy-to-use MTR Mobile app, which has accumulated over 3.3 million downloads, will offer two new functions - "In-station Finder" and "Fast Exit". The Traffic News function will also be enhanced. By leveraging on the advancement of new technology, the Corporation aims to provide a more personalised service to customers.

To serve as the pilot station for the "In-station Finder", Admiralty Station has been equipped with Beacon devices which facilitate indoor navigation using Bluetooth transmission. The new function will allow users at the mega station to more easily find their way to interchange platforms and station facilities. In the first month of launch, users also have a chance to win prizes in the designated non-peak periods every day.

"Fast Exit", applicable to all heavy rail stations, is another highlight. By entering the starting and ending points of their journey, this function would recommend passengers to board the specific train car and door, which is the nearest to the station exit of their destinations.

The existing Traffic News function provides timely operational and alternative transportation information to passengers during extended train service delays. To further facilitate passengers to plan their journeys ahead, Green, Yellow and Red lights will be used to represent the real-time status of each rail line in the mobile app and MTR website. In addition, the Corporation will add a hyperlink to Citymapper to provide passengers with comprehensive alternative transport information according to their needs when train service incidents occur. (See Appendix for more details on the new digital initiatives.)

Digitization is not only limited to service initiatives but also "Art in Station". "Playcode" is a newly launched giant art piece at Admiralty Station. It features an interactive design with QR codes which passengers can scan to obtain the latest information on "Art in MTR".

Announcing these new initiatives today (31 August 2017), Commercial Director of MTR Corporation Ms Jeny Yeung said: "Under Rail Gen 2.0, apart from major asset upgrades such as purchasing new trains and upgrading signalling systems, we endeavour to deliver satisfying MTR journeys to our customers all the time. With new technology, we want to provide more personalised information and service to our customers. What was not possible before can now be delivered through new technology. We will continue to pay attention to the development of new technology in the future, and constantly explore new opportunities to enhance our service."

-End-

About MTR Corporation

MTR Corporation is regarded as one of the world's leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.6 million passenger trips are made on a normal week day. Another 5.6 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

Photo Caption:

1. Commercial Director of the MTR Corporation Ms Jeny Yeung (left) and General Manager – Customer Experience Development Ms Annie Leung introduce the new digital initiatives under the Rail Gen 2.0 programme, which brings customers a new and more personalised travel experience.



2. Ms Jeny Yeung performs a live demonstration of the new functions of the MTR Mobile app to the media.



MTR Mobile

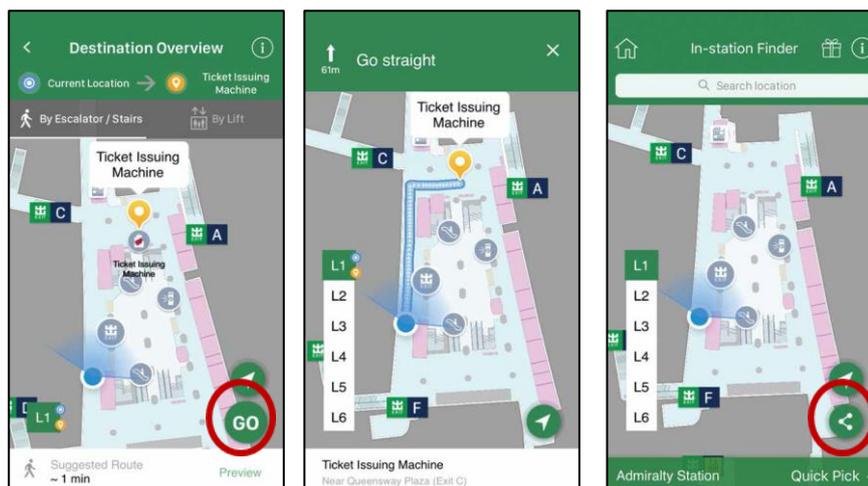
“Rail Gen 2.0” gives passengers a new and more personalised customer experience. Three enhancements to MTR Mobile will be rolled out.

Please visit http://www.mtr.com.hk/en/customer/services/mtr_mobile.html for more details.

In-station Finder

Provides a handy guide to facilities and shops within the station:

- Admiralty Station is the first pilot station
- Users can follow the suggested route to reach their desired location by turning on Bluetooth and Location Services on their mobile device
- Users can share their location with friends

**“Find Kee Gor • Get Rewards” Game**

- From 4 September to 30 September, customers participating in the “Find Kee Gor • Get Rewards” Game under the new “In-station Finder” function in Admiralty Station have a chance to win prizes. During the game promotion period, Kee Gor icon(s)  will appear at different location on the station layout map of Admiralty

Station. Walk near the Kee Gor icon(s)  during the designated hours and click on him to enter the instant lucky draw. MTR Club members can even enjoy a double chance to join the lucky draw!

Game Promotion Period

4 September – 30 September 2017

Lucky Draw Hours

Daily from 3:00pm-5:00pm and 7:30pm-9:30pm within the game promotion period

Prizes

Over 300 prizes will be awarded daily within the promotion period. Daily prizes include:

- MTR Adult Single Journey Ticket (x100)
- \$500 MTR Shops Cash Coupon (x2)
- \$20 MTR Shops Cash Coupon (x100)
- Mrs. Fields "2017/2018 Supreme Muffin Card " (x16)
- MTR souvenir – Mini Train Stoppers, Folders and T-shirts (x10)
- \$20 MTR Souvenir Discount Coupon (for purchases of \$200 or more at Admiralty Tourist Services) (x100)

Fast Exit

- A new function in "Train Trip Planner" shows users which specific train car and door number to board to reach their destination more quickly
- There is a route option for taking the escalator/stairs or lift



Fast Exit



Enhanced Traffic News

- The enhanced “Traffic News” function will feature an overview of the real-time service status using simple Green, Yellow and Red indicators
- During severe delays or disruptions, users will be redirected to the Citymapper app or MTR website to find alternative transportation information to reach their destination



Shows real-time service status using 3 indicators

- Normal Service
- Service Delay – Additional waiting and travelling time; or Service gradually resuming
- Service Disruption – consider using other transport

Service Status	
● Tsuen Wan Line	●
● Kwun Tong Line	●
● Island Line	●
● South Island Line	●
● Tseung Kwan O Line	●
● Tung Chung Line	●
● Disneyland Resort Line	●
● Airport Express	●
● East Rail Line	●
● West Rail Line	●
● Ma On Shan Line	●

Art in MTR

Through the “Art in MTR” initiative, MTR strives to offer inspiration in customers’ life journeys.

“PLAYCODE”

- Artist: plusClover
- The design inspiration comes from Admiralty’s history as a naval base
- The integration of Morse Code and QR code blurs the boundary between the present and the past.
- Morse Code, composed of dots and dashes, is an early form of digital communication. The Morse Code in the “Playcode” represents 30 MTR-related phrases.
- Five huge QR codes connect to websites enabling customers to further explore the “Art in MTR” programme and new digital initiatives.

