

## 新聞稿

### Press Release

PR068/22  
10 November 2022

#### **MTR Introduces “MTR·Care” App to Facilitate Elderly and Passengers in Special Need to Travel With Ease**

MTR Corporation today (10 November 2022) launches a brand-new “MTR·Care” app which provides smart functions to facilitate the travel needs of the elderly and passengers in special need, making their MTR journeys more convenient.

There are two inaugural functions in Phase 1 of the “MTR·Care” app, namely a simplified and elderly-friendly version of “Trip Planner” and the “In-station Navigation” function for the visually impaired which will be put on trial in Exhibition Centre Station (See Annex for details).

MTR expects that further innovative and caring functions will be launched in the ‘MTR·Care’ app in the second half of next year, including a portable ramp booking service for mobility impaired passengers, “call for assistance” function for the hearing impaired, as well as the provision of real-time operation status of station lifts. The Corporation will maintain communications with relevant groups and gather comments from users of the ‘MTR·Care’ app for further adjustment.

Ms Annie Leung, General Manager – Marketing and Customer Experience of MTR Corporation, said, “MTR strives to build a safe, inclusive and barrier-free travelling environment. The ‘MTR·Care’ app brings greater convenience to passengers in special need, encouraging and facilitating them to travel with ease. Our development team has invited representatives of the visually-impaired and elderly groups to participate in the design and trial of the app functions so that we understand more about their needs and work together for a more inclusive society.”

-more-

Scan the QR Code below to download the “MTR-Care” app:



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#### About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with more than 40 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 40,000 dedicated staff\*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, the United Kingdom, Sweden, Australia and Mainland China. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit [www.mtr.com.hk](http://www.mtr.com.hk).

\*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

**Photo caption:**

1. MTR launches the brand-new “MTR-Care” app today (10 November 2022) to support elderly and passengers in special need. Ms Annie Leung (second right), General Manager – Marketing and Customer Experience of MTR Corporation, expresses gratitude to representatives of the visually impaired and elderly groups for their valuable opinions during the development of the app.



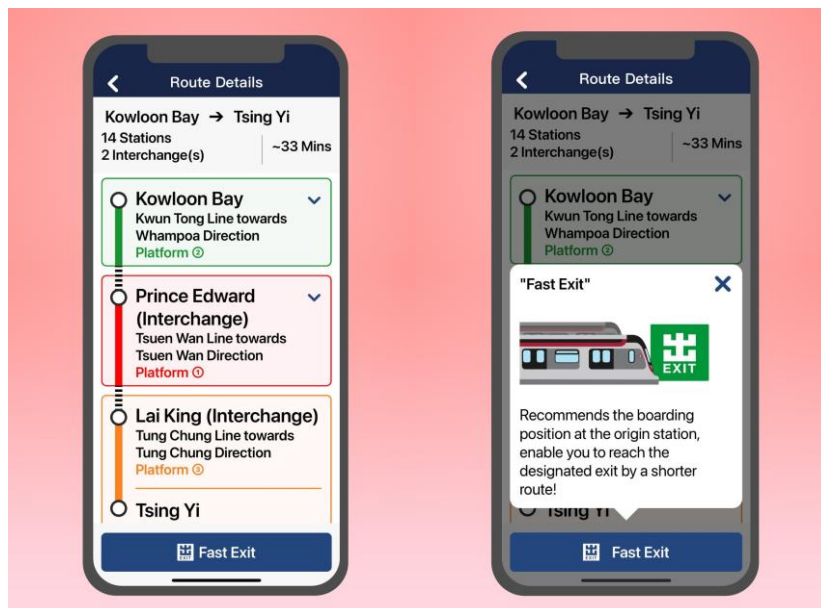
## Annex

### Features of the “MTR-Care” App



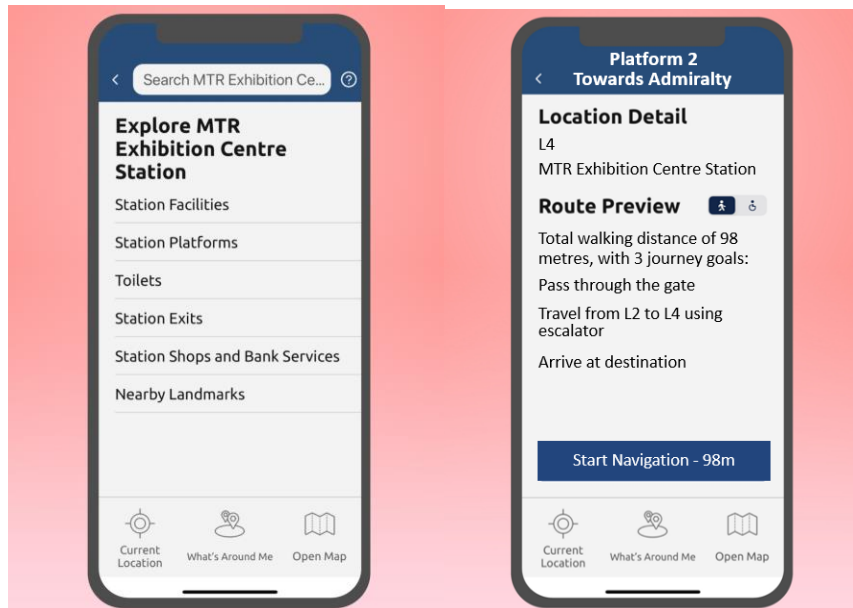
- Specially designed for the elderly and passengers in need with a simple and easy-to-use interface

## Trip Planner (Simplified Version)



- Larger graphic and font size, with voice input for the starting station and destination
- Auto-setting of frequently visited stations
- Provides clear and easy-to-understand route and interchange suggestions
- Recommends boarding position according to the designated exit, escalator and lift position under the "Fast Exit" function for elderly's advance route planning

## "In-station Navigation" at Exhibition Centre Station



- Through voice navigation, the visually impaired can understand the layout of the station, their current location and nearby facilities
- Provides suggested route to various station facilities according to the user's location, and give prompts on the remaining distance and direction in a timely manner to assist users to arrive at the destination safely
- Can be used in conjunction with other station facilities, e.g. tactile guide path and escalator audible warning