

新聞稿

Press Release

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MTR Progresses with Upgrade to 5G “Golden Spectrum” Experience Seamless Connectivity and Interactive Fun through 5G-Powered Immersive VR Activities at Stations

MTR Corporation is committed to enhancing passengers’ travelling experience through technology. The Corporation is progressing as planned with the upgrade of the 5G mobile network service in MTR stations to the “Golden Spectrum”, with phase one works at a total of 24 stations expected to be completed early next year, followed by the commencement of phase two works. In addition, the Corporation is collaborating with local mobile network operators to launch a digital advertising campaign with immersive VR activities powered by 5G at eight stations¹, enabling passengers to experience the convenience brought by the comprehensive coverage, high speed, high capacity and low latency of the 5G mobile network.

The Corporation launched its annual flagship digital advertising campaign “5G Velocity Redefined: Infinite VR Possibilities” in Hong Kong Station on 3 September 2026 and announced the details of the activities together with mobile network operators. From September to October, passengers can take part in VR activities and enjoy immersive experiences - such as fencing at an international sports event and a nostalgic journey through Hong Kong - at digital advertising interactive zones in eight MTR stations. The VR experiences will also be livestreamed at the stations, allowing nearby passengers to join in and experience the multiple facets of an MTR smart journey.

As part of the campaign, the Corporation is launching the “MTR Advertising VR Experience Gallery” which gives passengers an exclusive and innovative way to revisit classic advertisements at stations. Passengers can take a trip down memory lane to explore the evolution of MTR advertising since the 1990s - from early print advertisements and the addition of 3D elements to the application of innovative technologies such as artificial intelligence in recent years - making advertisements more diverse and impactful. (For details of the campaign, please visit: www.5gvrmtr.com/en)

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¹ Central, Hong Kong, Tsim Sha Tsui, Causeway Bay, Austin, Exhibition Centre, Kowloon Tong and Kai Tak stations

“MTR continues to invest in the digitalisation of advertising in stations in recent years, adopting a data-driven advertising system to make engaging and interactive advertisements an integral part of passenger journeys. Besides providing passengers with enriched and interesting information during their journeys, the mobile network service across the MTR network is also being enhanced with the progressive upgrade to the 5G ‘Golden Spectrum’ in a number of stations, and passengers can enjoy fast and seamless connectivity at all times,” said Mr Wilson Kwong, Hong Kong Transport Services Director of MTR Corporation.

5G mobile network service is currently available across the MTR network, allowing passengers to stay connected throughout their journeys. Since 2024, the Corporation has been working with mobile network operators on phase one of the upgrade works to gradually enhance the 5G mobile network at 24 MTR stations. The 3.3 and 3.5 GHz i.e. 5G “Golden Spectrum” has been added at these stations to further enhance network capacity and performance, providing passengers with a faster and smoother mobile service even during peak hours. Upgrade works at 20 stations have been completed, with works at the remaining four stations expected to be completed early next year. Phase two of the upgrade will then commence to enhance the mobile network service in three stations with higher passenger flow namely East Tsim Sha Tsui, Austin and Lok Ma Chau stations as well as the connecting journeys. (Please refer to the annex for details.)

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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 over 45 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 46,000 dedicated staff*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, Chinese Mainland and beyond. Together, we Go Smart and Go Beyond.

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

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

Photo Caption:

1. MTR and mobile network operators have been progressively upgrading the 5G mobile network in 24 MTR stations. The installation of 3.3 and 3.5 GHz i.e. 5G “Golden Spectrum” base stations has been completed at 20 stations, including Lai King Station recently. MTR Corporation is proceeding with the upgrade works at the remaining four stations which are expected to be completed early next year.



2. Passengers can take part in VR activities and enjoy immersive experiences such as a nostalgic journey through Hong Kong at digital advertising interactive zones in eight MTR stations from September to October. VR experiences will also be livestreamed at the stations, allowing nearby passengers to join in. Passengers who take part in the VR activities and meet the relevant requirements can also enjoy exclusive access to the “MTR Advertising VR Experience Gallery” to revisit classic advertisements in stations.



3. MTR Corporation held the kick-off ceremony for “MTR Advertising Presents: 5G Velocity Redefined: Infinite VR Possibilities” on 3 September 2026. Mr Wilson Kwong, Hong Kong Transport Services Director of MTR Corporation (5th left), Mr Andy Lau, General Manager – Commercial of MTR Corporation (5th right), Ms Teresa Fung, Chief Media and Business Development Manager of MTR Corporation (4th left), Mr Sean Lee, Company Consultant of China Mobile Hong Kong Limited (3rd left), Mr Bruce Lam, Chief Executive Officer, Consumer of Hong Kong Telecommunications (HKT) Limited (4th right), Mr Leong Bing-yow, Chief Technology Officer of Hutchison Telecommunications Hong Kong Holdings Limited (3rd right), Mr Gemini Wong, Chief Digital Officer of SmarTone Telecommunications Holdings Limited (2nd right), and representatives of JCDecaux Transport and Bravo Media launched the annual flagship digital advertising campaign.



4. During the kick-off ceremony, representatives of mobile network operators joined advertising creatives Mr Stanley Wong (4th left), Ms Carol Lam (3rd left), Mr Christopher Lee (2nd left) and Mr Jason Kan (1st left), as well as Executive Director of the Association of Accredited Advertising Agencies of Hong Kong Ms Onie Chu (5th left), for a discussion and exchange on the development of 5G mobile network and the opportunities brought by technology in driving innovation in digital advertising.



Annex

MTR Stations Progressively Upgraded to 3.3 and 3.5 GHz 5G “Golden Spectrum”

Phase One (24 Stations)	
Progress	Station
Completed	Hong Kong, Kowloon, Central, Admiralty, Wan Chai, Causeway Bay, Tin Hau, Tsim Sha Tsui, Kowloon Tong, Lok Fu, Wong Tai Sin, Diamond Hill, Lai Chi Kok, Cheung Sha Wan, Prince Edward, North Point, Quarry Bay, Yau Tong, Yau Ma Tei, Lai King
Expected to be completed in early 2027	Mei Foo, Lam Tin, Tiu Keng Leng, Tsing Yi
Phase Two (3 Stations)	
Progress	Station
Works expected to commence in early 2027	East Tsim Sha Tsui, Austin, Lok Ma Chau