

Press Release

For Immediate Release

First in Asia Pacific, The Mira Hong Kong Brings Free Data and International Connectivity Service to Hotel Guests with handy Smartphone Solution

17 July 2013, Hong Kong: Open, inviting, intimate, connected – The Mira Hong Kong, repeatedly recognized by the industry as a pioneering tech-friendly hotel, is the first in Asia Pacific to provide guests with **handy**, a complimentary mobile solution, to all guests. This unique service includes unlimited international and local calls, an informative city guide, as well as 3G data and Wi-Fi tethering capabilities.

Always striving to provide personalized services to modern travelers, The Mira Hong Kong will have integrated the innovative **handy** smartphones in all 492 rooms by 1 August 2013. It is a significant step forward from the existing “My Mobile” solution that was offered in all guest rooms when the hotel first opened in 2009.

Each **handy** phone is available for guests as soon as they enter their room, giving them instant access to free unlimited local and international phone calls (currently to 25 - and soon to be expanded - popular destinations including but not limited to US, Canada, China, Germany, UK, France, Australia, Singapore, Japan and South Korea) and free, high-speed data connectivity. The unlimited 3G internet connectivity also allows for easy Wi-Fi tethering to other mobile devices such as laptops and tablets.

Enhanced functions of **handy** for The Mira Hong Kong include simple room-to-room dialing, and access to a personalized “My Mira” concierge services; simultaneous incoming phone calls on both the **handy** device and regular in-room phones to ensure no important calls are missed; useful pre-loaded apps including news services, a currency converter, MTR maps, as well as host of social media applications and the ability to download freely from the Google Play store.

The device also equips guests with a digital city guide to better explore the city. With dozens of helpful articles written by an expert team of local Hong Kong editors, travelers will have their finger on the pulse, allowing them to discover the best that Hong Kong has to offer.

Upon check-out, all browsing history, personal information and any additional applications are completely wiped from the device, and the **handy** is reset back to the original factory settings, ensuring peace of mind for the user, while upholding The Mira Hong Kong’s dedication to safeguarding guest privacy.

“We are excited to offer not just contemporary, designer guestrooms and personalized services to discerning modern travelers, but also give them the freedom to stay connected at all times, anywhere in Hong Kong, with the latest technologies,” said Gerhard Aicher, General Manager of The Mira Hong Kong. “We are confident that this service alone, coupled with our award-winning facilities, will reshape

the accommodation choices of business travelers, large corporate accounts, and tech-savvy tourists visiting the city.”

Terence Kwok, Founder and CEO of Tink Labs Ltd., the company behind **handy** said, “We are delighted to partner with such an innovative and customer-centric hotel. We can ensure that **handy** will help set a new benchmark for the Mira Guest experience, where guests can stay easily connected to friends, family and colleagues, as well as being informed by the rich content on our city guide, further elevating their visit to Hong Kong. This is a perfect brand marriage between our innovative technology company and The Mira’s impeccable approach to guest care and service.”

About Tink Labs and handy

Founded in Hong Kong in April 2012, Tink Labs is a technology company that believes in the capacity for mobile technology to simplify life’s many complications, and is the first in the world to provide a comprehensive mobile travel platform to inbound visitors. We combine our zeal for problem solving with our flair for creativity to develop exceptional products that take the annoyance out of traveling. We are the pioneers of fun and innovation, and **handy**, the world’s first fully customizable smartphone rental service for travelers, reflects that philosophy.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, designer hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui, the heart of Hong Kong’s commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis; being a short walk from MTR stations and the Star Ferry.

From free hi-speed Wi-Fi throughout entire hotel, complimentary mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls, to little details that make a difference, such as in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com

The full list of 25 countries for unlimited IDD calls to fixed line and mobile phone includes:

- Australia +61
- Belgium +32
- Canada +1
- China +86
- Denmark +45
- Finland +358
- France +33
- Germany +49
- India +91
- Indonesia +621
- Italy +39
- Japan +81
- Malaysia +60
- Netherlands +31
- New Zealand +64
- Norway +47
- Singapore +65
- South Korea +82
- Spain +34
- Sweden +46
- Taiwan +886
- Thailand +66
- UK +44
- USA +1
- Vietnam +84



The sleek handy smartphone, a standard feature in every room of Hong Kong's first Design Hotels™ property, can be used on the go for complimentary international calls and data connectivity

The Mira Hong Kong draws a world where urban luxe meets contemporary design and cutting-edge technology

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