

新聞稿 PRESS RELEASE

For Immediate Release

“Catch a connection, Catch a smile” HK Tramways and Cody launch Free WiFi Services nearby the 8 Tram Shelters

(Hong Kong: 3 May 2018) Hong Kong Tramways (“Tramways”) and Cody are delighted to announce the launch of Free WiFi Services nearby the 8 Tram Shelters. This new service enhancement measure will be running on pilot starting 3 May 2018 for a period of 6 months.

All selected Tram Shelters are located in the midst of Central Business Districts, shopping and entertainment communities. Tramways and Cody aim to benefit tram passengers, pedestrians and retail communities in the near vicinity. Pursuant to its “Catch a ride, Catch a smile” slogan, Tramways is keen to offer convenient online experience to all customers.

This 6-month pilot run will be featured at 8 Tram Shelter locations:

- Pennington Street in Causeway Bay (Tram Shelter #46W)
- Paterson Street in Causeway Bay (Tram Shelter #48W)
- Percival Street in Causeway Bay (Tram Shelter #51E)
- Foo Ming Street in Causeway Bay (Tram Shelter #105)
- O’Brien Road in Wan Chai (Tram Shelter #43E)
- Pedder Street in Central (Tram Shelter #27E)
- Gilman Street in Sheung Wan (Tram Shelter #74W)
- Man Wah Lane in Sheung Wan (Tram Shelter #76W)

To try out this new pilot service, users just need to search out “**HEREWIFIFREE**” on their mobile device and open the browser to connect. Starting from now till 16 May 2018, users would have a chance to win a “TramOramic Tour” ticket (20 prizes) by sharing a reason why you love riding a tram on Tramways’ Facebook page. Please refer to Tramways’ Facebook Page for details.

Meanwhile, Tramways and Cody will measure usage frequency, patterns and connectivity to gain valuable insights into future rollout on more Tram Shelters.



香港電車
HK TRAMWAYS
EST. 1904



About HK Tramways

Hong Kong Tramways (Tramways) has been serving Hong Kong since 1904 and operates nowadays a fleet of 164 tramcars including 2 antique party tramcars and 1 unique "TramOramic Tour" sightseeing tramcar. It is the world's largest fleet of double-deck tramcars in operation, carrying up to 200,000 passengers per day. Tramways keeps up efforts in developing a world-wide recognized icon while striving to go beyond the expectations of the 21st century passengers to offer the greenest, most affordable and most space efficient transport mode in Hong Kong.

Tramways is owned by RATP Dev Transdev Asia, an Asian joint venture between RATP Dev and Transdev, since April 2010.

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About Cody

Cody is one of Hong Kong's foremost out-of-home advertising specialists with a passion and ambition to provide the most premium & innovative outdoor advertising solutions connecting on-the-go commuters to brands, who currently holds exclusive, long term advertising concessions for the Western Harbour Tunnel, Eastern Harbour Tunnel, Tai Lam Tunnel, Tram Shelters and a number of premium billboard sites on both sides of the harbor.

www.cody.com.hk

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