



Press Release

For Immediate Release

STAY CONNECTED AT MIRA MOON HOTEL WITH LAUNCH OF NEW HANDY SMARTPHONE

24 March 2014, Hong Kong – Never miss an important phone call, or receive an expensive phone bill again when using the **handy** smartphone at the newly opened Mira Moon Hotel. Mira Moon is managed by Miramar Group, a dynamic, Hong Kong-based, hospitality group and the first to introduce the **handy** smartphone to the Hong Kong market at The Mira Hong Kong in 2013, revolutionizing the way travelers' communicate when abroad.

Always ready to provide personalized services to tech-savvy, modern travelers, Mira Moon Hotel - following in its big sisters' footsteps The Mira Hong Kong - has introduced the innovative **handy** smartphone to all its stylishly designed 91 guestrooms. This unique service includes unlimited international and local calls, an informative city guide, as well as 3G data and Wi-Fi tethering capabilities.

Time is of the essence when travelling on business, so Mira Moon has ensured that the **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 to 10 popular destinations including but not limited to Mainland China, Singapore, USA, UK and Australia, as well as 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 so wherever you are in Hong Kong, you'll always be connected.

Enhanced functions of **handy** for Mira Moon include simple room-to-room dialing; 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 a host of social media applications and the ability to download freely from the Google Play store.

For therepid explorer, the device also equips guests with a digital city guide to roam around the city worry-free. Plus with dozens of inspiring articles written by an expert team of local Hong Kong editors, you will never be too far from the latest events and goings-on in Hong Kong.

What's more, guests can be safe in the knowledge that upon check-out, all browsing history, personal information and any additional applications are completely wiped from the device, and the **handy** is reset to the original factory settings, ensuring peace of mind that your Hong Kong memories will remain yours and yours only.

"Following the excitement and guest feedback received at The Mira Hong Kong, we immediately decided to offer this great service to Mira Moon's well-connected, well-heeled and design-savvy traveler, and also provide them with the opportunity to stay connected at all times, anywhere in Hong Kong." said Kenneth Sorensen, Head of Hotels and Serviced Apartments for Miramar Group. "Being the first hospitality group to successfully launch the **handy** at The Mira Hong Kong last year and with the rollout to our second hotel Mira Moon, all of our hotels in Hong Kong now include the **handy** as standard. Our guests love it as it enhances their experience and makes communication fuss-free. We have set a new trend allowing our guests to stay connected at all times."

Terence Kwok, Founder and CEO of Tink Labs Ltd., the company behind **handy** said, "We are delighted to partner with Miramar Group again and their second hotel, Mira Moon, to extend the reach of **handy** to even more discerning travelers in Hong Kong. We are confident that **handy** will enhance the 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."

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About Mira Moon

Mira Moon, conceived under the creative direction of Wanders & yoo, is the first boutique story hotel within the Mira brand portfolio located in Causeway Bay, Hong Kong. A unique 91-room hotel, it presents a contemporary abstract interpretation of Chinese tradition in contemporary Hong Kong. Modern tech-friendly features, including 32-46" HD LED IPTV, iPad mini, handy smartphone for free international calls and 3G data and complimentary Wi-Fi provide a welcoming environment and bring about a relaxing atmosphere with highly personalized details enhanced with complimentary minibar. Harbor-side statuesque destination, Mira Moon Hotel features five guestroom types, a striking penthouse suite, 24h gym, a tapas and cocktail bar - SuperGiant, a relaxing outdoor venue the Secret Garden and a beautiful outdoor event space-Sky Garden.

About Miramar Group

Established in Hong Kong in 1957, Miramar Hotel and Investment Company, Limited (Miramar Group) is a hospitality group with a diversified service-oriented business portfolio comprising stylish hotels and serviced apartments, property rental, food and beverage, and travel services in Hong Kong and Mainland China. Miramar Group has been listed on the Hong Kong Stock Exchange since 1970 (HKEx Stock Code: 71) and is a member of Henderson Land Group.

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.

High res images are also available at the following link:

www.miramoonhotel.com/portfolios/photo-library/

Password: MoonPhoto

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