

新聞稿

Press Release

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MTR Fully Upgrades "MTR · Care" App Assisting Passengers in Need to Enjoy Hassle-free Journeys

MTR Corporation is committed to providing caring services to the elderly and customers in need. The Corporation will launch an upgraded version of the "MTR · Care" app on 2 December 2024 riding on the latest technology. In addition to strengthening the existing functions, the brand new "Wheelchair Portable Ramp Booking" function for wheelchair customers and a trial of "Non-emergency Call-for-Assistance" function for hearing-impaired customers will be introduced, bringing more inclusive and hassle-free travel experience to the community.

The Launch Ceremony of the upgraded "MTR · Care" app was held today (21 November 2024) at Hong Kong Station. Ms Annie Leung, General Manager – Marketing and Customer Experience of MTR Corporation; Ms Nancy Sit Ka-yin, Ambassador of "MTR · Care" App; and Mr Daniel Chan Ho-yuen, Paris Paralympic badminton silver medalist officiated at the event. Ms Nancy Sit and Mr Daniel Chan specially filmed a brand new promotional video, which was also premiered at the launch ceremony. Dozens of elderly and disabled individuals joined them to celebrate this milestone for the "MTR · Care" app.

MTR Continues to Upgrade the "MTR · Care" App

With Hong Kong's aging population, the demand for barrier-free services is increasing. MTR launched the self-developed "MTR · Care" app in November 2022 with initial functions including the "Trip Planner (Simplified Version)", "In-station Navigation" for the visually impaired and "Barrier-free Facilities Information". To further meet the travel needs of different passengers, the app has been further enhanced. For example, the "In-station Navigation" function, currently covering Exhibition Centre Station, the Tsuen Wan Line and the Kwun Tong Line by providing audio information to assist visually impaired customers in accessing station facilities, will be extended to the Island Line within this year.

Additionally, last year the Corporation invited 1,000 wheelchair users to trial the "Wheelchair Portable Ramp Booking" function to gather feedback for further enhancements. This function will officially launch on 2 December and be available for all wheelchair users, enabling them to easily book the ramp at stations through the "MTR · Care" app before their journey for smoother trip planning.

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The latest upgrade also includes the provision of a new trial version of “Non-emergency In-station Assistance,” which will be piloted at Shek Kip Mei Station and Quarry Bay Station. Hearing-impaired users can input their needs through this function so that station staff can follow up. (Please refer to the appendix for function details.)

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. Since the 'MTR·Care' app was launched in 2022, over 30,000 users have downloaded it and their feedback has been positive. This comprehensive upgrade of the `MTR·Care` app will bring greater convenience to the elderly, wheelchair users, the visually impaired, and hearing-impaired passengers, encouraging and assisting them in their travel. During the development process, we specifically invited various groups to participate in the design process and trials, allowing us to better understand their travel needs. We thank the elderly and disabled groups for their active participation and valuable feedback over the past two years, helping us leverage technology to create an inclusive and barrier-free travel environment through technology.”

In the future, MTR Corporation will continue to build a safe, inclusive and barrier-free travelling environment, applying technology in assisting the elderly and passengers with special needs. The Corporation will maintain communication with relevant groups on a regular basis to achieve further hassle-free travel experiences.

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 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 50,000 dedicated staff*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China, Australia, the United Kingdom and Sweden. 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. Ms Annie Leung, General Manager – Marketing and Customer Experience of MTR Corporation announces that the upgraded "MTR · Care" app will be launched on 2 December 2024 to create a more inclusive and hassle-free travel experiences to the community.



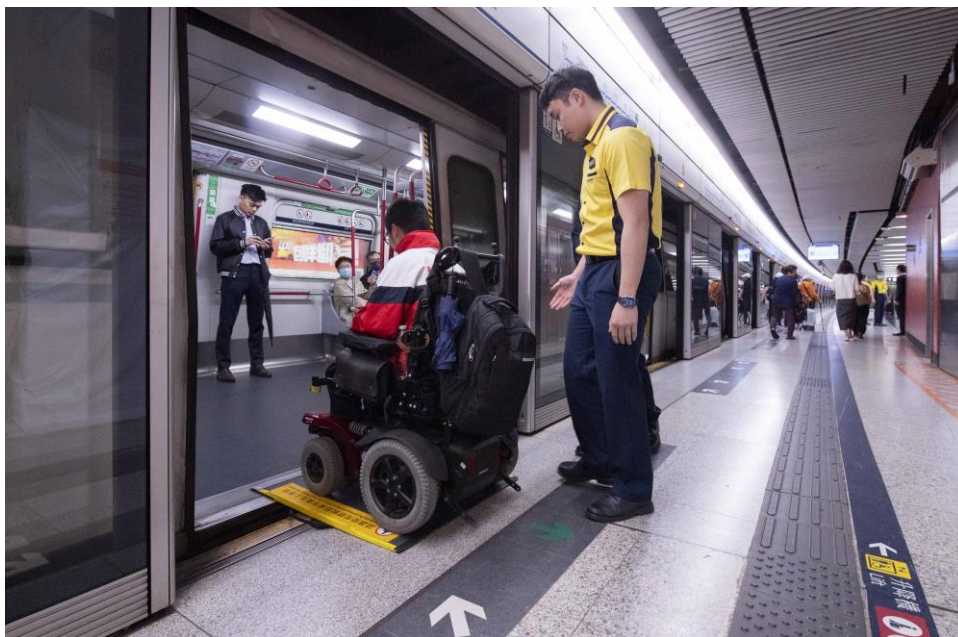
2. Ms Nancy Sit Ka-yin, Ambassador of "MTR · Care" App; and Mr Daniel Chan Ho-yuen, Paris Paralympic badminton silver medalist share their experiences of using the "MTR · Care" app.



3. Dozens of elderly and disabled individuals join the launch event showing their supports for building a safe, inclusive and barrier-free travelling environment with MTR.



4. The upgraded "MTR · Care" app features a brand new "Wheelchair Portable Ramp Booking" function for wheelchair customers, bringing more convenience to their trip planning.



Annex

Key Functions of the Upgraded "MTR-Care" app

Function	Target Audience	Design & Usage Features	Coverage
Trip Planner (Simplified Version)	Elderly	<ul style="list-style-type: none"> • Clear, easy-to-use interface specially designed for the elderly; • Enlarged font size and icons, with voice input support; • Direct input of starting and ending stations, with auto-setting for frequently used stations; • Provides route suggestions with the fewest interchanges to fit the elderly's needs; • Displays real-time lift status updates; • "Fast Exit" function to recommend the optimal route based on the designated exit, escalator, and lift positions. 	All MTR stations
Barrier-free Facilities	All passengers in need	<ul style="list-style-type: none"> • Users can check the Barrier-free Facilities at each station; • Displays lifts currently out of service within the heavy rail network, helping users to plan their trips. 	Entire heavy rail network
In-Station Navigation (Function improvement)	Visually Impaired individuals	<ul style="list-style-type: none"> • Provides voice guidance on station layout, current location, and the remaining distance and direction to the destination; • With voice prompts along guiding paths and escalators to assist users in reaching their destination. 	Kwun Tong Line, Tsuen Wan Line, and Exhibition Centre Station, with plans to expand to Island Line within this year.
Wheelchair Portable Ramp Booking* (New Function)	Wheelchair users	<ul style="list-style-type: none"> • Users can input itinerary information to book the service before travelling; • Station staff confirm and notify relevant staff to prepare the ramp based on users' information; • Users arrive at the designated platform at the scheduled time, confirm arrival in the app, and staff will arrange for the Wheelchair Portable Ramp to assist them with boarding and alighting. 	Entire heavy rail network
Trial "In-station Assistance"* (New Function)	Hearing-impaired individuals	<ul style="list-style-type: none"> • In non-emergency situations, such as objects falling onto tracks or minor physical discomfort, users can seek assistance from staff through this function. 	Initially piloted at Quarry Bay Station and Shek Kip Mei Station.