

Overview of mobile application, 'Park & Dine'

Basic Information	
Positioning	Provide convenience to shoppers - an app with dining, shopping and entertainment recommendations
Target customers	Drivers and diners as early adopters
Major features	<ul style="list-style-type: none"> • Navigation and real-time information on the number of available parking spaces in 170 car parks on Hong Kong Island, Kowloon and New Territories • Dining recommendations for about 150 shopping centres • Six destination malls* as the pilot to come with: <ul style="list-style-type: none"> - Record checking and 'Find My Car' function - Indoor map
Rollout Date	
Rollout schedule	Stage 1 – Pilot: fourth quarter 2015 Stage 2 – Enhancement: first quarter of 2016 Stage 3 – Official launch: mid 2016
Functions and Services	
Features	<p>Parking advice and navigation:</p> <ul style="list-style-type: none"> • Obtain suggestions on the nearest car park in Link's portfolio • Real-time available parking spaces • Suggested routes to a desired car park • Alternatives to a selected car park (in the proximity) • Partner with Google to provide navigation <p>Bluetooth recording parking location:</p> <ul style="list-style-type: none"> • Bluetooth Low Energy (BLE) technology to keep track of parking location <p>Dining recommendations</p> <ul style="list-style-type: none"> • Location-based dining recommendations <p>Indoor map</p> <ul style="list-style-type: none"> • Partner with Google to provide indoor map to restaurants at the six pilot destination malls

Overview of mobile application, 'Park & Dine'

	<p>Tenants' promotional activities and e- coupons</p> <ul style="list-style-type: none">• Discount offers via QR Code to acquire e-coupons <p>Information on shops providing entertainment</p> <ul style="list-style-type: none">• Directory of shops providing entertainment <p>Information on fresh markets update (coming soon)</p>
--	--

*Destination malls: Lok Fu Plaza, Stanley Plaza, Temple Mall, Hau Tak Shopping Centre, Chung Fu Plaza and H.A.N.D.S

Information updated on 2015/09/29