

PRESS STATEMENT

PENANG HILL MOBILE GUIDE

26 JULY 2018

The official launch of the Penang Hill Mobile Guide today by Chief Minister, YAB Tuan Chow Kon Yeow is part of an ongoing mission to further enhance visitors' experience on the hill following the launch of the new Visitors' Guide on October 26, 2017 and a new website on January 19, 2018.

"The Penang Hill Mobile Guide allows the visitors to view the point of interests on Penang Hill, enhance visitors' experience and allow all users to provide feedback to Penang Hill Corporation with photo taking feature," said Penang Chief Minister YAB Tuan Chow Kon Yeow.

In conjunction with the state's vision, the new Penang Hill Mobile Guide will connect users and promote understanding between communities. It can be downloaded from Google Play Store (for Android devices) and App Store (for IOS devices).

Besides using mobile devices to access website and information about Penang Hill and Penang Hill Corporation (PHC), another main feature of this new Mobile Guide is for users (hikers, residents, and etc.) to call PHC's attention to the feedbacks/comments/suggestions provided by enabling users to upload information through fast and user friendly apps. The new Mobile Guide includes photo taking feature with GPS coordinates to enable quick identification of the location of the photos. PHC team will be able to help facilitate further actions with the relevant authorities as necessary. PHC team will be able to locate the areas that need attention more effectively and efficiently. The photos will be stored in the Mobile Guide (offline mode) if mobile data access is not available and will be sent out once mobile data network is available on the user's phone.

A "Hiking Trail" feature (using Open Street Map) has also been incorporated to accommodate requests from the hiking and cycling communities. Popular hiking trails are linked to Open Street Map so hikers can refer to the map when they hike up Penang Hill. Hikers and cycling communities may also upload any additional trails and add information through Open Street Map.

Key features of the Mobile Guide will enable users to:

1. Explore and discover the various attractions on the hill top using Google Maps with GPS capability.
2. Access more details about the respective attractions.
3. Make use of the "Hiking Trail" feature included.

4. Allow users to upload photos of location that needs attention by PHC or relevant authorities.

PHC encourages and hope all communities will work together to protect and preserve Penang Hill.

Other key features of the Mobile Guide include;

1. Events/Special Announcements
providing updates on events and activities on Penang Hill.
2. Gallery
showcasing photographs of flora and fauna, day and night views of the hill, and recent events and activities on the hill.
3. Ticketing Information
providing all information pertaining to ticketing and directing users to the website for online ticket purchase.
4. Directions to Penang Hill
directing visitors using public transports from Penang Bridge 1, Penang Bridge 2, Penang International Airport, and Penang Jetty to the Lower Station.
5. Visitor's Guide
available for download using mobile devices.

With these new features, visitors to Penang Hill will hopefully have a more enriching experience and discover more of Penang Hill and what it has to offer. Notable attractions include antiquated colonial-style bungalows and buildings, exotic plants and greenery thriving on the hill, and rare animals (e.g. the Dusky Leaf Monkey, the Black Giant Squirrel, and the Greater Racket-Tailed Drongo) synonymous to the hill.

About Penang Hill Corporation

Penang Hill Corporation was established in 2009 through an enactment passed by the Penang State Legislative Assembly. The main focus is to manage the funicular train system, develop and maintain Penang Hill as a major ecotourism site, and become a world class tourism hot spot in Malaysia and the region.

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