



# A new generation of high-tech malls at SHKP

Putting the philosophy of 'Customers First' into practice, the Group continuously enhances its operations to deliver premium products and services to customers. Leveraging the rapid development of new technologies in recent years, the Group has increased the use of high-tech innovations in malls to offer the most appealing, interactive experiences to customers while at the same time upgrading mall facilities for added convenience. Closer online and offline ties with Generation Z shoppers have been a success in increasing their stickiness to SHKP malls. These initiatives will further enhance the competitiveness of the Group's retail portfolio to help maintain its leading position in the retail market.



4 APM uses MR technology in its Easter egg hunt, allowing customers to play in a setting that combines real and virtual worlds  
APM運用MR科技，讓顧客在現實與虛擬世界兼備的場景中搜尋復活彩蛋

## SHKP Malls App

The SHKP Malls App was officially launched this past January to integrate each individual mall's latest information. It features dining, parking, shopping and promotions of the Group's major malls to strengthen the total shopping experience. The SHKP Malls App has been well received with over 220,000 downloads recorded by the end of June.

The SHKP Malls App currently covers 11 malls<sup>#</sup> and will add another 12 malls<sup>®</sup> by mid-July and expand to 25 malls<sup>\*</sup> by the end of this year. There will also be more upgrades coming later this year. Additionally, the Integrated Membership Programme will be ready early next year, allowing members to redeem reward points on one single platform.

### No more queuing for restaurants

After downloading the free SHKP Malls App, shoppers can make use of the Eat E-as-y e-ticket function in over 60% of the restaurants at 11 major SHKP malls for better use of time. Users can also make pre-orders via the app while carrying out e-table bookings for a complete, marvelous dining experience.

### The first ticketless parking in town

People can use Park E-as-y to get real-time car lot vacancy information at SHKP mall car parks as well as other car parks nearby, or they can use the intelligent parking navigation and car search system to save time. Park E-as-y will be further upgraded, allowing users to redeem free parking with their reward points, or even enter and leave car parks without any tickets, Octopus cards or credit cards for a quick and easy parking experience.

### More updates and promotions

For updates and promotions, there are now about 450 offers at over 150 merchants on the integrated platform with an increasing number of participating merchants. At iBeacon-enabled malls, customers can receive push notification offers from those merchants they have marked as their favourite on the app when they get near the shop. During this year's World Cup championships, V City customers can use the iBeacon registration function themselves to watch televised live matches at V City.

### Integrated Membership Programme

The membership programmes of 14 major SHKP malls<sup>^</sup> will be integrated early next year. Afterwards, customers will be able to register reward points themselves, redeem reward points across SHKP malls and reserve redemption gifts. They will also be able to use their reward points as instant cash or for SHKP Mall Gift Certificate redemption or gift redemptions at merchants and even enjoy VIP services and privileges.

<sup>#</sup> Now covers the 11 malls listed below: APM, East Point City, Metroplaza, MOKO, New Town Plaza, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza

<sup>®</sup> The 12 malls listed below will be added by mid-July: Chelsea Heights, Chi Fu Landmark, K-Point, HomeSquare, Landmark North, Metropolis Plaza, Mikiki, New Jade Shopping Arcade, Park Central, PopWalk, The Sun Arcade and Tsuen Kam Centre

<sup>\*</sup> A total of 25 malls, with the addition of the remaining Harbour North and Life@KCC to be covered later this year

<sup>^</sup> Membership programmes for the 14 malls listed below will be integrated early next year: APM, East Point City, Landmark North, Metroplaza, Mikiki, MOKO, New Town Plaza, Park Central, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza



East Point City's exciting VR playground has move motion effects and vibration guns  
東港城的VR虛擬實境樂園·配合震動地板及震動槍枝·刺激感十足



The making of New Town Plaza's giant dancing lion filmed in a hyper time-lapse video has gone viral on its Facebook page  
新城市廣場在Facebook分享巨型鴻運醒獅的整個製作過程·以高動態縮時攝影技術製作的影片獲粉絲瘋傳



V City's VR underwater treasure hunt game is very popular among kids  
V City的VR海底尋寶歷險遊戲深受小朋友歡迎



YOHO MALL VIC CLUB is the first WeChat online system among Hong Kong malls  
YOHO MALL推出全港首個商場微信線上會員系統·YOHO MALL VIC CLUB

## A brand new shopping, entertainment and interactive experience

Malls have introduced virtual reality (VR), augmented reality (AR), mixed reality (MR), 3D holograms, face detection, iBeacon and other technologies to bolster promotional campaigns so that customers can experience the latest new technologies while shopping, which helps enhance mall interactions with them.

APM deployed MR technology in its egg hunt game. New Town Plaza used iBeacon technology in its treasure hunt game. East Point City presented a VR playground. V City had a VR underwater treasure hunt game.

IAPM deployed 3D hologram technology to project the movie character's suit, while customers played VR shooting games. Shanghai IFC Mall introduced a floor video to its promotions. Beijing APM set up an interactive football field for fans with move motion and projection effects. IGC held Guangzhou's first B.Duck VR Happy Farm game.

## Interactions with Generation Z

Malls post regular updates on popular social networks such as Facebook, Instagram, Weibo and WeChat pages for more speedy and convenient interaction with Generation Z

shoppers. APM's Weibo page has attracted over 3.9 million fans, topping Hong Kong's major shopping mall list. Separately, the number of Weibo fans of Shanghai IFC Mall has long remained number one among all mainland commercial properties.

Landmark North and WeChat Hong Kong jointly presented the world's first digital café last year. YOHO MALL launched its YOHO MALL VIC CLUB as the first WeChat online system among Hong Kong malls, providing one-stop navigation, store locator, restaurant booking and movie ticket purchase functions. Shanghai IFC Mall and IAPM have fashion bloggers run live broadcasts there and the number of views for a single live broadcast once exceeded 17 million.

New Town Plaza arranged a LEGO Chinese New Year park during the Lunar New Year, featuring a hand-made giant dancing lion constructed from 150,000 LEGO bricks. The making-of a hyper time-lapse video of this piece appeared on its Facebook page has since gone viral.

## Smart value-added service

New technology is being used to enhance mall facilities and service for improved comprehensive convenience. The Group's first shopping mall app – the New Town Plaza app was launched in 2011. Later, the E-table

booking system along with the Car Searching system were introduced to the public. Both systems, which were the first of their kind in Hong Kong, have become hugely popular. They have also been applied to different malls and upgraded since then.

For leisure offers, New Town Plaza has recently launched a service charge waiver for movie tickets purchased through its app, which is the first of its kind among mall apps in town. Movie ticket purchases and payments can all be done through the New Town Plaza app. Customers no longer have to queue for ticket printing and can be admitted to the theatre via the QR code.



Digital café co-hosted by Landmark North and WeChat  
上水廣場與微信合辦互動數碼café



SHKP Malls App's Park E-asY offers real-time car lot vacancy information at mall car parks as well as car parks nearby, and includes an intelligent parking navigation and car search system

「新地商場」綜合手機應用程式「泊車易」提供商場停車場及鄰近停車場的實時車位狀況資訊、泊車導航及車輛搜尋功能



Customers can get e-tickets and make e-table bookings through Eat E-asY with the SHKP Malls App

顧客可透過「新地商場」綜合手機應用程式「搵食易」遙距餐廳取票及預約訂座



At APM and V City, customers receive push notification offers from those merchants they have marked as favourite on their SHKP Malls App 顧客到達APM及V City時，即可收到在「新地商場」綜合手機應用程式內標籤為喜愛商店的優惠推送



## 集團商場進入高科技新世代

集團秉持「以客為先」的宗旨，不斷提升質素，致力為顧客提供優質產品及服務。隨著新興科技近年持續發展，集團商場加強使用各種高新科技，為顧客提供好玩有趣的互動新體驗，提升服務設施的方便及快捷程度，增進與新世代的線上及線下交流，提升他們對新地商場的喜愛度。此舉有助進一步提升集團的零售物業組合競爭力，保持集團在商場業界的領導地位。

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### 「新地商場」綜合手機應用程式

為綜合各商場的最新資訊，集團於今年一月正式推出「新地商場」綜合手機應用程式，集結集團主要商場的用餐、泊車、購物及推廣活動資訊多重功能於一身，全面提升客群的購物體驗。截至六月底，「新地商場」綜合手機應用程式已吸引逾220,000次下載，反應良好。

現時，「新地商場」綜合手機應用程式涵蓋共11個商場<sup>#</sup>，至七月中將加入另外12個商場<sup>@</sup>，並將於年底全面匯聚共25個商場\*。於年內，多個功能陸續升級，而商場綜合會員計劃將於明年初隆重推出，屆時會員可以統一行使積分換取優惠。

### 省卻排隊候餐廳時間

顧客免費下載「新地商場」綜合手機應用程式後，即可透過「搵食易」功能，在11個新地商場內超過六成餐廳，使用遙距餐廳取票，好好計劃行程。顧客使用手機應用程式預約訂座時，更可預先點菜，全方位體貼顧客的餐飲體驗。

### 全港首創「無卡支付」泊車服務

駕駛人士可利用「泊車易」功能，查詢商場停車場及鄰近停車場的實時車位數量資訊，使用泊車導航和車輛搜尋功能，省回不少時間。「泊車易」功能將繼續升級，顧客將可以積分繳付停車場

費用，甚至毋須再以停車場票、八達通卡或信用卡出入車場，帶領駕駛人士享受暢通無阻的泊車體驗。

### 資訊優惠不斷增加

在資訊和優惠方面，顧客現時可在平台上找到超過150個商戶達450項優惠，參與商戶陸續增加。在配備iBeacon技術的商場，顧客可預先在手機應用程式標籤喜愛商店，待抵達附近時，即可收到相關店舖的優惠推送，方便實用。在今年世界盃賽事期間，V City顧客可在場內使用「iBeacon登記功能」，自助登記，在場內觀賞直播賽事。

### 綜合會員計劃

共14個主要新地商場<sup>^</sup>的會員制度將於明年初全面整合，屆時會員可以自助登記積分，並且統一行使積分換取優惠及預留禮品，亦可直接以積分於商店當現金使用、兌換新地商場贈券或於商店換領禮品，甚至享用貴賓服務及禮遇。

<sup>#</sup>現時包括以下11個商場：APM、東港城、新都會廣場、MOKO新世紀廣場、新城市廣場、大埔超級城、荃灣廣場、V City、WTC世貿中心、YOHO MALL及元朗廣場

<sup>@</sup>七月中將加入以下12個商場：卓爾廣場、置富南區廣場、錦薈坊、HomeSquare、上水廣場、新都廣場、Mikiki、新翠商場、將軍澳中心、天晉匯、新太陽廣場及荃錦中心

\*年內將集結餘下的北角匯及活@KCC，合共覆蓋25個商場

<sup>^</sup>明年初將綜合以下14個商場的會員制度：APM、東港城、上水廣場、新都會廣場、Mikiki、MOKO新世紀廣場、新城市廣場、將軍澳中心、大埔超級城、荃灣廣場、V City、WTC世貿中心、YOHO MALL及元朗廣場

### 購物、娛樂、互動全新體驗

商場在推廣活動中引入虛擬實境（VR）、擴增實境（AR）、混合實境（MR）、3D全息投影技術、面部識別及iBeacon等科技元素，讓顧客一邊購物，一邊體驗高端潮流科技，加強與顧客互動。

APM運用MR科技舉辦尋蛋遊戲，新城市廣場將iBeacon科技應用在尋寶遊戲，東港城曾舉辦VR虛擬實境樂園，V City亦有VR海底尋寶歷險遊戲。

環貿IAPM商場運用3D全息投影技術，將電影主角的盔甲投空浮影；顧客亦可參與VR槍戰對決。上海國金中心商場開創先河，將地面視頻影像裝置加入推廣活動中。北京APM採用體感投影技術，為球迷帶來動感場館。天匯廣場IGC亦曾推出廣州首個B.Duck VR農場大作戰遊戲。

### 與新世代互動

商場不時在流行社交平台Facebook、Instagram、微博及微信等專頁發放最新動態，與新世代顧客進行更快捷、方便的互動。APM的微博粉絲逾390萬名，在全港主要購物中心類別中排行第一；上海國金中心商場的微博粉絲數目，則長期保持在內地商業地產粉絲的榜首。



Customers play the role of Superheros in VR shooting games at IAPM  
環貿IAPM商場顧客可在VR互動體驗中，扮演超級英雄，與對手槍戰對決



Children play Happy Farm with the yellow duck at IGC  
小朋友與小黃鴨在天匯廣場IGC的農場進行大作戰



A giant crocodile swimming close to Shanghai IFC Mall customers through the use of floor video technology  
上海國金中心商場在地面加入視頻影像裝置，讓顧客近距離觀看巨型鱷魚暢泳



Football fans passing the lighted ball with their hands and feet across the indoor climbing wall at Beijing APM, creating an exciting match  
球迷在北京APM的攀岩牆上憑手或腳傳送「光影球」，與敵方一較高下

上水廣場去年與微信香港合作，打造全球首個互動數碼café。YOHO MALL開創全港首個商場微信線上會員系統；YOHO MALL VIC CLUB，提供一站式導航、店鋪搜索、餐廳訂位及購買電影票等服務。上海國金中心商場和環貿IAPM商場曾邀請知名時尚博客蒞臨現場直播，當中單次直播瀏覽量曾突破1,700萬人次。

新城市廣場在新春期間推出LEGO新春遊樂園，並以高動態縮時攝影技術記錄由150,000顆LEGO積木全人手砌成的巨型鴻運醒獅的整個製作過程，放在Facebook專頁分享，吸引粉絲瘋傳影片。

### 智能增值服務

商場運用高新科技提升場內設施及服務，讓顧客可以全方位享受到更優質的生活便利。早於2011年，集團已推出首個商場手機應用程式：新城市廣場手機應用程式。集團隨後全港首創「電子訂位服務」及「車輛搜尋系統」功能，備受顧客歡迎；繼而陸續應用於不同商場，功能亦被多次提升。

在消閒優惠方面，新城市廣場剛推出全港首個以商場手機應用程式購買電影門票，免收手續費的優惠。顧客可在新城市廣場手機應用程式內，一次過購買電影門票及完成付款，無需排隊列印門票，並且憑QR code即可進場，方便快捷。

### Recognition for exceptional performance 表現出色 業界肯定

Interactive technology has been incorporated into SHKP mall promotions to enhance the overall shopping and leisure experience. These efforts have earned the malls various awards and recognitions:

集團商場致力在推廣活動中加入互動科技，提升顧客的整體購物消閒體驗，備受業界讚賞，最近獲頒多個獎項：

APM	2018 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2018 ICSC中國購物中心大獎：「新興技術」組別銀獎
	2018 MARKies Awards: Best Idea – Mobile (Bronze) 2018 MARKies Awards：「最佳創意手機應用程式」組別銅獎
	2018 Mob-Ex Awards: Best Mobile-Based Launch/Relaunch (Gold), Best Mobile Solution – Events (Silver), Best Location-Based Marketing (Bronze) 2018 Mob-Ex Awards：「最佳流動裝置推出/革新」組別金獎、「最佳流動應用程式-活動」組別銀獎、「最佳位置定位推廣」組別銅獎
	Shine Like a Star 2017 – Top 10 Most Influential Hong Kong Enterprise Award 微博之星2017 – 10大影響力香港企業
East Point City 東港城	2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Gold) 2018 ICSC亞太區購物中心大獎：「新興技術」組別金獎
	2017 ICSC Asia-Pacific Shopping Center Awards: Integrated Digital Campaigns (Silver) 2017 ICSC亞太區購物中心大獎：「整合數位行銷」組別銀獎
Landmark North 上水廣場	2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2018 ICSC亞太區購物中心大獎：「新興技術」組別銀獎
Metroplaza and Tsuen Wan Plaza 新都會廣場及荃灣廣場	2018 Mob-Ex Awards: Best App – Property (Bronze) 2018 Mob-Ex Awards：「最佳應用程式—地產」組別銅獎
YOHO MALL	2018 MARKies Awards: Best Use of Mobile (Silver), Best Use of Apps (Silver), Best Use of Technology (Bronze) 2018 MARKies Awards：「最佳手機應用」組別銀獎、「最佳應用程式應用」組別銀獎、「最佳技術應用」組別銅獎
	2018 Mob-Ex Awards: Best Use of Interactive Media (Bronze) 2018 Mob-Ex Awards：「最佳互動媒體應用」組別銅獎
IAPM 環貿IAPM商場	2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2017 ICSC中國購物中心大獎：「新興技術」組別銀獎
Shanghai IFC Mall 上海國金中心商場	2017 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2017 ICSC亞太區購物中心大獎：「新興技術」組別銀獎
	2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Gold) 2017 ICSC中國購物中心大獎：「新興技術」組別金獎