



29 September 2011

Dear Sir/Madam,

### <Hong Kong Tram Trail> iPhone and Android Phone App

HKU is celebrating its 100th Anniversary. I am pleased to inform you that our Centre and Department has jointly developed the <Hong Kong Tram Trail> App with HKU100 as one of the 100th Anniversary activities. Using global positioning system (GPS) and vehicle navigation technology, this iPhone and Android Phone App will let you use location based service (LBS) to explore the urban history of Hong Kong automatically when you are on the tram in Western District, Sheung Wan, Central, and Wanchai - the oldest urban districts where modern Hong Kong originates. This App is available in English, Cantonese and Putonghua. For information of the App and its installation in iPhones and Android phones, please visit <http://www.dupad.hku.hk/cusup/tram/> or <http://100.hku.hk/tram>. Sample of the App can be found in <http://www.dupad.hku.hk/cusup/tram/eng/tramtrail.html>. The following are the web reports of this App :

On.tv (Cantonese) :

<http://tv.on.cc/index.html?s=3&ss=10&i=ONS-110925-12240-18M&d=1316963934>

Apple Daily Link (Cantonese) :

[http://hk.dv.nextmedia.com/template/dv\\_channel/index.php?fuseaction=dv15.player&mode=section&id=4104&range=d&dv\\_iss=20110926&sort=view&iss\\_id=20110926&sec\\_id=4104&art\\_id=15646997&av\\_id=15647286&page=3](http://hk.dv.nextmedia.com/template/dv_channel/index.php?fuseaction=dv15.player&mode=section&id=4104&range=d&dv_iss=20110926&sort=view&iss_id=20110926&sec_id=4104&art_id=15646997&av_id=15647286&page=3)

Youtube (English) : <http://www.youtube.com/watch?v=vbZLP3x5MqY>

The University of Hong Kong was founded in March 1911 after the completion of the Hong Kong Tramway in 1904. The University of Hong Kong - the oldest university, and the Hong Kong Tram - the oldest green transport in Hong Kong, have served and witnessed the development of Hong Kong for over 100 years. The theme of HKU100 is “Knowledge, Heritage, and Service”. We are using our knowledge to create the <Hong Kong Tram Trail> App to let tram passengers know about the urban heritage of Hong Kong as a service to the community. You are most welcome to visit [100.hku.hk](http://100.hku.hk) for more information about the 100th Anniversary activities of the University of Hong Kong.

In addition to the <Hong Kong Tram Trail> App, we also have an “HKU 100” Tram that bears the image of the Main Building running through the streets of Hong Kong Island till the end of November. You are most welcome to book the “HKU 100” Tram for private events and parties ([100.hku.hk/tram](http://100.hku.hk/tram))

You are most welcome to download the App and have a nice tram ride ! I shall be most grateful if you can help us to publicize the <Hong Kong Tram Trail> App to your friends and visitors.

Yours sincerely,

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Head, Department of Urban Planning and Design  
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