



# WALK THE TALK

MOBILE PHONE WALKING TOURS  
HISTORY • ARCHITECTURE • FUN ANECDOTES  
HONG KONG MACAU

MARCH 2005  
MEDIA PACK

TOTAL PAGES: 3

## RECENT REVIEWS OF WALK THE TALK GUIDES

*“Walk The Talk... provides a lively primer on Hong Kong’s history, culture and current affairs... The clever bit – this guide is accessed through your mobile phone.”*

- **Asian Wall Street Journal (February 2005)**

*“...A clever, densely layered cultural tour embracing architecture, history and storytelling... Added to this is contemporary information about local celebrities, triads, prominent entrepreneurs and the stories behind the names on street signs.”*

- **South China Morning Post (January 2005)**

*“The content is riveting in variety and scope.”*

- **SCMP Post Magazine (April 2004)**

## ASIA'S FIRST MOBILE PHONE WALKING TOUR

WALK THE TALK makes urban exploration fun. Now, anyone with a mobile phone can dial-in and listen to witty insights on local history, architecture and notable personalities as they guide themselves around the streets and gleaming monuments of Hong Kong. WALK THE TALK provides a fresh perspective to Hong Kong: a city with fascinating stories to share about its 150 year transformation from 'barren rock' founded by opium taipans to international financial center under Chinese control.

*What was Rudyard Kipling's take on the local nightlife? What do Hong Kong movies tell us about the character of the city? How did a man who'd never had a bank account create Europe's largest bank? Join us on a walk, any day, any time, to find out!*

## HOW DOES IT WORK?

**In Hong Kong**, you simply dial in from any phone and enter your 8 digit passcode (the dial-in number is 2457-8679). WALK THE TALK packs are each sold with a pocket-size map indicating a suggested walking route and a unique passcode. After the first time the passcode is entered, the listener has 3 days of access to all our stories. WALK THE TALK is sold in two versions: with and without pre-pay SIM card. Packs with a pre-pay SIM card cater to overseas visitors and include a standard SIM card with 2 hours of air-time.

**In Macau** we work with the largest local telephone company, CTM, and our walk is provided free of charge to anyone on the CTM network (regular air-time charges apply). You simply dial in to our walk (6011 222) any time you like – no passcode necessary. Maps with the suggested walking route will be available at major hotels, tour desks, online and at CTM shops.

## WHAT'S SO SPECIAL ABOUT WALK THE TALK?

WALK THE TALK has taken the popular audio guide out of the museum and onto the streets - in your hands, on your own mobile. As you discreetly navigate the ancient and modern monuments of Hong Kong and Macau with your mobile, you listen to entertaining and enlightening commentary that reveals the soul of these cities. Our stories take you behind the building facades to meet the people and events that have changed history in bite-sized audio segments.

As with museum guides, it is possible to fast-forward, pause, rewind and skip forward. Each walk has around 15 main audio points (called 'Talks'), providing over 2 hours of entertainment. After listening to a 2-3 minute Talk, the listener can head on to the next Talk or choose from a variety of optional audio segments (biographies, architectural musings, quotes of famous personalities as well as eating, shopping and even the nearest washroom). Of course, it's also always possible to hang up and dial back in later.

## WHAT PARTS OF THE CITY CAN I EXPLORE? THE WALKS...

In **English** WALK THE TALK offers walks in Central, Tsim Sha Tsui and the colonial center of Macau. In **Mandarin** walks are offered in Hong Kong's Central district and in Macau. More locations and languages will be added in late 2005.

## HOW MUCH DOES IT COST?

In Hong Kong, the retail price for WALK THE TALK with SIM card is HK\$150 and without SIM card is HK\$88. In Macau our service is powered by the largest phone operator, CTM, and access to our stories is free (though regular air-time charges for the call do apply).

## WHO WALKS WITH WALK THE TALK?

The target segment is the "cultural tourist"; those visitors to a destination who seek (to engage and understand a city) uncover the secrets beneath city streets and find out what makes any given place 'tick'. In Hong Kong most of our listeners thus far have been local residents curious to learn more about the city. In mid-March the Hong Kong Tourism Board started directly selling our walks and this may shift the balance of listeners to overseas visitors.

## WHERE CAN I BUY IT?

WALK THE TALK is available at most English language bookstores in Hong Kong as well as on-line. Visit [www.WalkTheTalk.hk](http://www.WalkTheTalk.hk) for details. In Macau WALK THE TALK will be free and maps will be available from hotel concierges, tour desks, on-line and CTM shops. The map for WALK THE TALK Macau will also be included as an insert in an upcoming guide on Macau, *The New Macau*, by Jennifer Welker (see [www.TheNewMacau.com](http://www.TheNewMacau.com) for details).

## WHY AN AUDIO TOUR? WHY HONG KONG? WHY ON A MOBILE?

Audio tours at heritage sites and museums are very popular, particularly in Europe and North America. When you're at a destination, being able to *listen* to interpretive content while viewing the sights is far more rewarding than having to interrupt your gaze by looking down to a book. Hong Kong is a very walkable city with interesting sights and world-class architecture but virtually no choice of urban walking tours and gives visitors no access to the fascinating stories that make Hong Kong such an interesting city.

Why mobile phone? Most visitors and virtually all residents carry one. The perception of the phone is changing as more people use it to take pictures, listen to music and view data. Hong Kong has among the world's least expensive air-time charges; approximately 10 times lower than in the UK or US. And most importantly, using your own mobile, you're free to start and stop your walk whenever and wherever you like!

## ABOUT THE SYSTEM BEHIND WALK THE TALK

The system was designed by the founders of the company and developed by programmers in Hong Kong in late 2003. The intention of the system is to make it extremely simple to use (you simply dial-in). Although similar systems have since been developed in other cities (see [www.wirelesswalks.com](http://www.wirelesswalks.com)), ours is the only one that has audio options available after each main content segment and the only one that gives listeners the freedom to pause, rewind, fast-forward and skip forward like a museum audio guide.

## ABOUT THE PEOPLE BEHIND WALK THE TALK

David Wong and Stefan White met as high-school classmates in Singapore in 1990. David is Shanghainese-German and was raised in Hong Kong and Singapore. Stefan is Peruvian-American and was raised in Mexico, Colombia, Hong Kong and Singapore. Both David and Stefan now reside permanently in Hong Kong. David has strong interests in history and traveling and in his free time enjoys hiking, watching Arsenal games and challenging friends to games of scrabble. Stefan has a strong interest in architecture and in his free time enjoys playing tennis, taking photos and practicing his Cantonese.

Dave and Stefan got the idea for a mobile phone walking tour in 2000 on a visit to Edinburgh Castle. While listening to their MP3-based walking guide, Dave received many calls on his mobile phone. They realized that the tourism device of the future was the mobile and a few years later decided to pursue their dream and turn it into reality in Hong Kong. Prior to founding Mobile Adventures Ltd., the company behind WALK THE TALK, Dave and Stefan were bankers at Deutsche Bank and Lazard, respectively.

## WHAT ABOUT THE STORIES IN WALK THE TALK?

Dave and Stefan have personally researched and written each of the walks. The research has entailed reviewing dozens of primary and secondary sources. Each walk has been reviewed for accuracy by local experts. Most importantly, user reviews have been very strong:

*"I really enjoyed Mobile Adventures' walking guides of Hong Kong. They are well organized, easy to use and full of charm and insights. Their content informs as well as stimulates a sense of curiosity and exploration. Amazing connections and questions are made and raised along the way, encouraging little and not so little discoveries that would otherwise be missed in this pulsating city. It isn't really over when you reach your final stop and hang up your cell phone - the questions and discussions linger with you to spark further exploration. I think this is the walks' best quality."*  
*- Quoc from Los Angeles*

## A FEW EXAMPLES OF THE STORIES ON WALK THE TALK

- How a Parsee baker made enough dough to buy the best hotel & start the Star Ferry
- Bruce Lee, Jackie Chan and Identity in Hong Kong Cinema
- Rudyard Kipling's Memorable Night out in one of Hong Kong's Red-Light Districts
- Tsim Sha Tsui Pirates: On the High Seas, and in the Copy Watch Business
- Sephardic Jewish Hoteliers, a Drunken Architect and a Colorful Shanghai Ballroom
- Deng Xiaoping, Black Cats, White Cats and the Cult of Horseracing
- How HSBC was founded by a Scot Who'd Never Had a Bank Account
- Early British Merchants and their Mistresses (ahem) "Pensioners"
- Christmas Day, 1941: The Japanese Invasion of Hong Kong
- Han Suyin Explains Why People Keep Bumping Into You on the Street

## HOW CAN I GET MORE INFORMATION?

Please visit [www.WalkTheTalk.hk](http://www.WalkTheTalk.hk) (consumer) or [www.MobileAdventures.com](http://www.MobileAdventures.com) (corporate) for copies of recent press releases, media reviews and other information. You may also call us at +852 2380 7756. Additional contact information is available on our website.