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3 Hong Kong partners with Midland Realty to roll out Hong Kong's first mobile multimedia property portal

Offering the latest and most comprehensive property market information

3 Hong Kong and Midland Realty today provide the territory's first mobile multimedia property portal – "Midland Realty" portal, offering the most comprehensive mobile multimedia contents on the property market. 3 customers can now keep track of the market trend by obtaining the most up-to-date property market information, thus helping them to make good decisions when buying or selling their properties. The new portal also benefits the property agents who can now provide customers with first-hand market information via 3 video mobile phone.

Mrs Agnes Nardi, Managing Director of 3 Hong Kong, said, "We are glad to partner with Midland Realty to provide multimedia property market information by riding on our advanced 3G mobile technology. 3 customers can keep track of the market trend anytime, anywhere on our 3 video mobile phones. The property market constitutes an integral part of the local economy. 3 customers can now receive the most up-dated market information which can help them to make good decisions when buying or selling their properties. We are also working closely with Midland Realty to introduce a soon-to-be-launched video property market information services."

Mr Kin-Yip Wong, Chairman and Founder of Midland Realty (1200), said, "Our group always strives to enhance service quality, and our ultimate goal is to provide tailor-made service to our customers. Through this gadget, our customers can find the most updated information they need, meanwhile, our customers can get closer with us. Therefore we are very enthusiastic in launching this co-operation with 3 Hong Kong."

3 customers can access the richest property market information when browsing 3's "Midland Realty" portal. "Midland Realty News" gives detailed reports on market movement while industry experts share with 3 customers their market analyses. At "Transaction Records", the latest property transaction records of the most popular estates are listed, giving 3 customers a full picture of market pricing. "Cyber Search" provides useful reference, giving details of properties for sale in different districts of Hong Kong. "Hot Spots" and "Selected Secondary Building Units" are not-to-miss sections for potential home-buyers. At "Hot Spots", useful information of new properties for sale is provided including the numbers of towers, units and car parks, gross area, public facilities and developers. 3 customers can obtain details of secondary building units for sale at "Selected Secondary Building Units" like district, gross area, layout, storey, date of completion and price. Monthly mortgage installments are also given for reference.

Home purchase is an ultimate goal for many Hong Kong people. Knowing that they are too busy to take time for their home search, 3 Hong Kong gives customers a helping hand by offering the forth-coming "Midland Realty" portal via its 3 services. 3 customers can easily obtain useful property market information and assistance from property agents if they are interested in any units. Buying or selling properties couldn't be easier.