

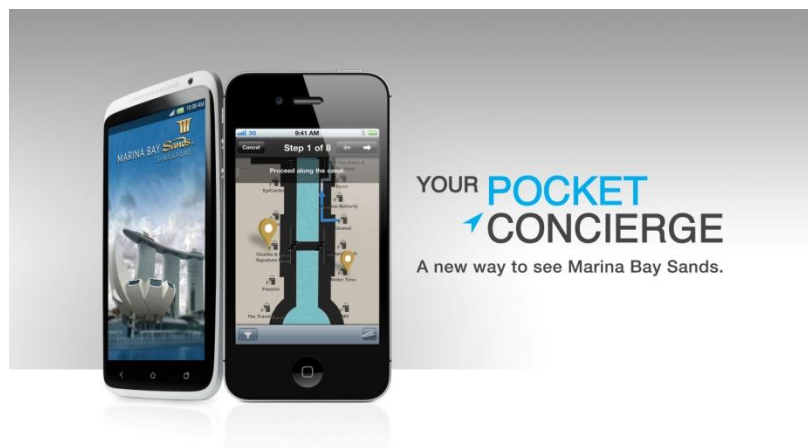
# Press Release

FOR IMMEDIATE RELEASE



## Marina Bay Sands launches interactive mobile app with “Wayfinding” and Virtual Tours

*Pocket Concierge* offers guests, local visitors and tourists a fast and convenient way to explore Marina Bay Sands



**Singapore** (1 August, 2012) – Marina Bay Sands has launched *Pocket Concierge*, a complimentary mobile app which is set to transform the guest travel experience. Akin to a personal mobile concierge, the app allows quick and easy access to information, directions, offers and virtual tours – at the touch of a screen.

With *Pocket Concierge*, iPhone and Android smartphone users can connect instantly with Marina Bay Sands and have immediate access to useful information about events and attractions even before they arrive in Singapore.

Not only does the app deliver a different way for users to interact with Marina Bay Sands, it also allows Marina Bay Sands to build a closer relationship with its tech-savvy guests. Guests can navigate their way around the property with ease and take advantage of the in-app search function to find content using keywords, making it much simpler to sort and locate the best names in international luxury brands at The Shoppes at Marina Bay Sands. Guests can also filter for celebrity chef restaurants and casual dining options by price or cuisine type.

Said Mr. Mark Juliano, Marina Bay Sands Senior Vice President of Marketing, "At Marina Bay Sands, we are always reinventing new ways to engage and captivate our guests. Following the launch of *The Social Pavilion* in May this year, *Pocket Concierge* presents endless possibilities in the way we connect with our guests using technology. The mobile

app enables users to be kept abreast of the myriad of destination offerings, so that visitors can be aware of what's happening on property even before they arrive. More importantly, the unique virtual tours of our destination will enhance the way people experience Marina Bay Sands, from wherever they are."

### **Wayfinding**

Visitors can now breeze through the massive scale of Marina Bay Sands, through a Wayfinding technology that offers customized Point A to Point B routes. The 'Directions to Here' button makes finding the location of a landmark, store or event much simpler. From the featured or Home screen, simply use the search tab to find a preferred destination, for example, Hotel Tower 1, and tap on the 'Directions to Here' button. Type in the name of the store or landmark that is your starting point and press enter. Users will be presented with a virtual map, with an option of choosing either the shortest path or a wheelchair-accessible route.

### **Virtual Tours**

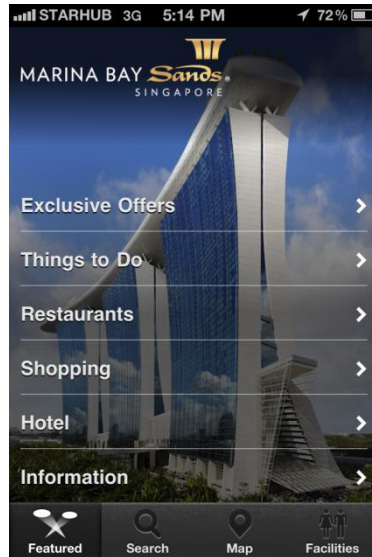
*Pocket Concierge* provides several great virtual tours, allowing guests to experience Marina Bay Sands from the comfort of their mobile phones. Users can experience 360-degree views of the iconic Sands SkyPark infinity pool, hotel rooms and suites, or celebrity chef restaurants – perfect for planning a holiday at Marina Bay Sands as a preview of the actual experience.

iPhone users are treated to an alternative interactive experience. Users can simply tilt the mobile device left and right, or up and down to rotate the virtual tours. Alternatively, users can use their fingertips to swipe the screen in any direction as they tour.

### **1-for-1 Dining Offers**

From 1 August 2012, *Pocket Concierge* users are entitled to redeem 1-for-1 dining offers at selected F&B outlets located at the Hotel and The Shoppes. Enjoy a galore of delectable treats at [Bazin](#), [Caffé B](#), [High Society](#), [Bay Sushi](#), [Cold Rock Ice Creamery](#), [Java Detour](#), [Jin Shan](#), [Kraze Burger](#), [Punjab Grill](#) and more. These offers are updated within the app regularly to ensure that users receive the most up-to-date information on the go.

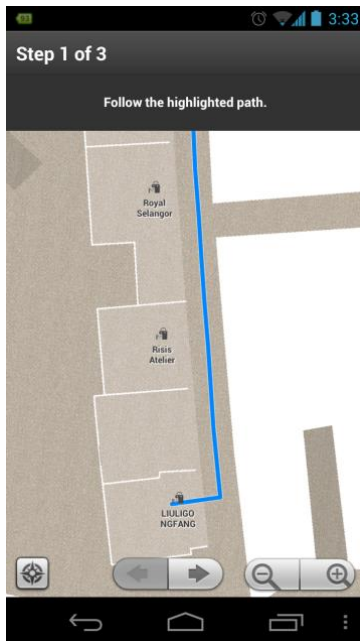
"Marina Bay Sands continues to push frontiers to deliver the ultimate experience for visitors, befitting of its position as Asia's leading business, leisure and entertainment destination. We see great potential in *Pocket Concierge* and will continue to explore opportunities towards making it an even more sophisticated and comprehensive tool that will enhance the user experience," said Mr. Juliano.



Home Screen



Virtual Tour



Wayfinding

YOUR **POCKET**  
CONCIERGE



Scan this QR code to download.  
Alternatively, search for "Marina Bay Sands" in the iTunes App Store / Google Play.

**About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

**Annex**

<b>RETAILER</b>	<b>1-for-1 OFFERS (Valid from 1-31 Aug 2012)</b>	<b>LOCATION</b>
<b>Bay Sushi</b>	1-for-1 Gunkan Sushi - Mon-Fri during lunch, exclude public holidays	Canal Level B2-01B
<b>Bazin</b>	1-for-1 Pizzas & Pastas - Mon-Fri during lunch, exclude public holidays  1-for-1 Singapore Sling, Margarita, Martini & Mojitos - Mon-Fri, 5-8pm, exclude public holidays	Bay Level L1-84
<b>Caffé B</b>	1-for-1 Pizzas - Purchase any Gourmet Pizza and get a complimentary Classic Pizza or Pasta - Mon-Fri during lunch, exclude public holidays  1-for-1 Draft beers, house wines, house pour, spirits and soft drinks - Mon-Fri, 5-8pm, exclude public holidays	Bay Level L1-83 & Galleria Level B1-15
<b>Carnivore Brazilian Churrascaria</b>	1-for-1 House Pours - Mon-Fri, 5-8pm, exclude public holidays	Bay Level L1-80
<b>Cold Rock Ice Creamery</b>	1-for-1 Waffles - Complimentary waffle will be of the same flavor as purchased - Mon-Fri during lunch, exclude public holidays	Galleria Level B1-60
<b>High Society</b>	1-for-1 Pasta and selected mains - Mon-Fri during lunch, exclude public holidays  1-for-1 selected beers - Mon-Fri, 5-8pm, exclude public holidays	Canal Level B2-43
<b>Java Detour</b>	1-for-1 Sandwiches - Mon-Fri during lunch, exclude public holidays	Bay Level L1-30
<b>Jin Shan</b>	1-for-1 selected Desserts - Mon-Fri during lunch, exclude public holidays	Hotel Lobby Tower 2 L1-05
<b>Kraze Burger</b>	1-for-1 Burgers - Purchase any burgers or steaks and choose either KB Original or Matiz for free - Mon-Fri, 1-4pm, exclude public holidays	Canal Level B2-55
<b>Pita Pan</b>	1-for-1 Beers & selected Cocktails - Mon-Fri, 5-8pm, exclude public holidays	Bay Level L1-87
<b>Punjab Grill</b>	1-for-1 Platters - Valid for Veg Platter, Kebab Platter & Seafood Platter - Mon-Fri during lunch, exclude public holidays	Galleria Level B1-01A