

MEDIA RELEASE

MRT CORP LAUNCHES NEW TOUCHPOINTS FOR THE MRT SSP LINE

MRT Information Centres, MRT Information Kiosk and MRT Information Truck to provide information to the public

Kuala Lumpur, 30 May 2016: Mass Rapid Transit Corporation Sdn Bhd (MRT Corp) today launched new touchpoints which will serve as hubs for the public to obtain information about the Klang Valley MRT Project.

The touchpoints comprise of two MRT Information Centres (MICs), a MRT Information Kiosk (MIK) and a MRT Information Truck (MIT).

Project Director for the MRT Sungai Buloh-Serdang-Putrajaya Line (SSP Line) Dato' Amiruddin Ma'aris said the touchpoints were set up to enable MRT Corp to engage and educate the public on the Klang Valley MRT Project, especially the SSP Line.

"These three types of touchpoints are being set up with one purpose in mind - to act as channels for members of the public to get information about the MRT Project.

"Hence the term 'touch-point' – a place or channel for the MRT Project to keep in constant touch with the public, and vice-versa," he said during the launching ceremony at the MRT Information Centre: Seri Kembangan today.

Previously such touchpoints were also used as channels to engage and educate the public on the MRT Sungai Buloh-Kajang Line. Following the success of the previous touchpoints, MRT Corp was now reintroducing them with the MRT SSP Line as their main focus.

The two MICs are located at The Atmosphere Business Centre in Seri Kembangan, and at Viva Residency, Jalan Sultan Azlan Shah, Kuala Lumpur.

Both MICs are strategically located along the SSP Line. The MICs will be operational from Monday to Friday, opening at 9.00am to 6.00pm.

The MIK is a booth which goes on a roadshow with a new location once every two months. The locations where the booth is set up are usually at shopping centres, transit hubs and other places where there is high pedestrian traffic along the SSP Line.

These locations will be announced every two months on the MRT website (www.mymrt.com.my) and social media platforms (MRTMalaysia). The operating hours of the MIK will usually follow the opening hours of where it is set up.

The MIT will be roving along the SSP Line and usually deployed at morning and night markets, mosques and other places of worship, schools and educational institutions and public areas. The schedule of the location of the MIT, which operates from 9:00am to 6:00pm, will be updated monthly on the MRT website and various social media platforms.

All three types of touchpoints will have information boards with details about the Project such as the alignment, station locations, and benefits of the MRT. There is also the interactive “Hawkeye” application at these touchpoints, which displays a 360 degree aerial view of the entire alignment.

All touchpoints are also staffed by Information Officers who are equipped with knowledge on the Klang Valley MRT Project (KVMRT).

In conjunction with the launch of the touchpoints, MRT Corp organised a “Snap & Check-In” contest which ran from 16 May 2016 to 24 May 2016. The contest was initiated as part of an awareness campaign to attract people to visit the MRT Information Centres.

Contest participants were required to take a photo of themselves at one of the MICs and then post them on Facebook or Instagram. The six most creative photos were then selected, with those who took the pictures winning RM 200 cash and MRT merchandise.

The six winners were: Azli Mohd Top, Wong Jun Ho, Sahibah binti Mohd Salleh, Afanddy Bin Hushni, Noor Hassiemah Bt Mohd Halim and Chandra Bahadur Tamang.

They were invited to the MRT Touchpoints launching ceremony today where they received their prizes.

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