



FACTSHEET

MOBILE@HDB -Bringing Convenience to Mobile Users On-the-go

To extend the reach of HDB InfoWEB, a mobile friendly version via Mobile@HDB [mobile.hdb.gov.sg] was launched on 6 October 2010. This browser-based model allows users to receive information in byte-size from their mobile phones anytime, anywhere. HDB customers are able to access popular services including information on HDB sales launches, resale transacted prices, shops in HDB estates, frequently asked questions, latest news and events, while remaining on the move.

2 Designed with mobility in mind, Mobile@HDB is simple to navigate and requires minimal data entry from users. For example, buyers or sellers will simply have to select the relevant flat type and street name to find out about past-year transacted prices for resale flats.

3 An iPhone application for Mobile@HDB was later developed in April 2011 to increase its usage and leverage on the iPhone's functionalities (i.e. GPS for proximity-related searches), to provide a richer experience to our customers. As of 28 February 2013, there were over 146,000 customers who had downloaded our iPhone Mobile@HDB.

4 Subsequently, an Android version of Mobile@HDB was launched in August 2012, to serve the same purpose and to keep up with our customers' needs in view of the rising popularity of Android-based phones in Singapore. As of 28 February 2013, the user base was 33,000 and this figure is increasing.

5 The following are some of the key services on Mobile@HDB:

Mobile Service	Brief Description
Sales Launches	Check information on sales launches including location, number of flats available for application
Results of Sales Application	Check results of sales application
Flats for Selection	Check flats available for selection (for successful applicants)
Resale Flat Prices	Check resale prices transacted over the past year
Enquiry on Buyer's eligibility under the Ethnic Group and SPR Quota	Check buyer's eligibility to buy a flat in a particular block under the Ethnic Integration Policy and SPR Quota
Available First Appt	Check available dates for resale flat appointment
Season Parking	Apply for new/renewal of season parking tickets. Check season parking availability and alternative parking lots in nearby car parks
Car Park Information	Check car park information with details like visitor parking and parking charges
Where2Shop@HDB	Discover the best variety in shops and eating outlets among HDB heartland shops
iFAQs	Obtain answers to your frequently asked questions
News & Events	Catch the latest HDB news and events

6 In 2012, Mobile@HDB had on average attracted close to 741,000 page views per month. The popular pages are related to the buying of new and resale flats. The top 3 services accessed were:

- a) Buying a New flat – Available Flats for Selection
- b) Buying a Resale flat / Selling Your Flat - Resale Flat Transacted Prices
- c) Interactive FAQs

7 As part of our efforts to leverage on technology innovations to provide on-the-go convenience for our customers, HDB introduces new services and enhancements to Mobile@HDB on a regular basis.