



**Press Release**

**For Immediate Release**

## **ASCENDAS DEVELOPS INNOVATIVE MOBILE APP FOR MARKETING PARTNERS**

*First business space developer in Singapore to offer comprehensive access to more than 90 properties across Asia*

1. **Singapore, 29 June 2011** – Leading business space solutions provider, Ascendas Pte Ltd (“Ascendas”) has introduced its first mobile application, the ‘**Spacetobe**’ App, targeted at property agents and partners looking to access information on Ascendas properties on-the-go. The app is compatible with Apple and Android mobile devices and is now available for free download on Apple’s App Store and Android Market.
2. The Spacetobe app is a mobile extension of existing services available on Ascendas’ Spacetobe online property directory ([www.spacetobe.com.sg](http://www.spacetobe.com.sg)). Besides providing the ultimate convenience of having access to information on-the-go, the app includes special features such as 360-degree panoramic views of properties, reward points tracking for registered agents under the Ascendas Partners Rewards Scheme, flexible search filters and information sharing via email and social media platforms such as Facebook and Twitter.
3. Mr Aylwin Tan, Ascendas’ Chief Customer Solutions Officer, said, "Building strong partnerships has always been key to Ascendas’ business and we understand how important it is to equip our marketing partners with integrated solutions which help to enhance their performance. This app has been developed to provide value-added support to our marketing partners. They now have immediate access to information on our properties wherever they may be across the Asian region, enabling them to meet the needs of their own customers, anytime, anywhere."

4. Besides enhanced efficiency, the Spacetobe app eliminates the need for excessive paper usage involving brochures and marketing materials, an environmentally-friendly outcome of harnessing the benefits of modern technology.
5. "Technology is changing the way we do business. We recognise the need to step up our offerings and deliver efficient and timely service to our partners and customers," Mr Tan added.
6. The Spacetobe app was launched this evening, when more than 140 agents and partners were treated to a video tour of the mobile app, followed by a private screening of *Transformers 3: The Dark Moon*.
7. For more information, please refer to the following link:  
**[www.spacetobe.com.sg/mobileapp/](http://www.spacetobe.com.sg/mobileapp/)**

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*For media queries, please contact:*

Ms Sarah Wong

Manager

Group Communications

Ascendas Pte Ltd

DDI: +65 6508 8649

Mobile: +65 9795 0859

Email: [sarah.wong@ascendas.com](mailto:sarah.wong@ascendas.com)

**About Ascendas ([www.ascendas.com](http://www.ascendas.com))**

Ascendas is Asia's leading provider of business space solutions with key markets in Singapore, China, India, South Korea and the Philippines. Based in Singapore, Ascendas has built a strong regional presence and serves a global clientele of over 1,800 customers.

Ascendas specializes in developing, managing and marketing IT parks, industrial & logistics parks, business parks, science parks, hi-tech facilities, office and retail space. Its flagships include the Singapore Science Park, International Tech Park Bangalore in India, Dalian-Ascendas IT Park in China and Carmelray Industrial Park II in the Philippines. Ascendas provides end-to-end real estate solutions, assisting corporate customers through the entire real estate process.

In November 2002, Ascendas launched Singapore's first business space trust, the Ascendas Real Estate Investment Trust (A-REIT). In August 2007, the Ascendas India Trust (a-iTrust) was launched as Singapore's first listed Indian property trust. Ascendas also demonstrated its strength in real estate fund management with a series of private real estate funds established across Asia.