

# OCTOPRESS

八達通快訊

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## An Anniversary to Celebrate; Unceasing Improvements

### 繼往開來 精益求精

This September marks the 18<sup>th</sup> anniversary of the introduction of Octopus. In the years since, Octopus Cards Limited (OCL) has gone from strength to strength, and brought tremendous benefits to people in Hong Kong – who can enjoy the convenience of our simple, fast, reliable electronic payment system. We are proud to be helping power the success of the community in Hong Kong.

We welcome and support the HKMA's recent issuance of Supervisory Policy Manual (SPM) of E-Banking, which not only further facilitates the technological advancement and industry development of online and mobile payment in Hong Kong, but also strikes a balance between risk control and customer protection and convenience.

Though Octopus is now a strong, highly regarded brand in Hong Kong, we at OCL are not content to rest on our laurels - but continually endeavour to enhance our services, making the lives of our customers easier.

Our current service enhancements include encouraging customers to replace their First Generation On-loan Octopus through a voluntary, free-of-charge programme launched in August. Using the replacements, customers can continue enjoying the latest Octopus service in all of our partners' outlets, and can make online payments through the "Octopus" App on NFC enabled mobile devices. Many thanks to all colleagues for their great efforts in ensuring the launch of the replacement programme.

Importantly, too, we remain active in expanding our footprint, so OCL grows well beyond our Hong Kong base. In this newsletter, you can read of another key step in this expansion, as we recently



entered into a global partnership with Scheidt & Bachmann, a major international supplier of Automatic Fare Collection Systems to offer ID-based solution and card-based ticketing solutions. Already, the collaboration has gained considerable traction, further strengthening our business reach overseas.

Though we highlight adoption and development of advanced technology, an emphasis on innovation does not mean there needs to be any compromise on traditional culture. One outstanding example of a project blending innovation and tradition is our newly introduced Innovative Shopping Services at Siu Sai Wan Market. Here, the use of Octopus has improved the operating environment whilst creating a vibrant and unique retail experience. This is Hong Kong's first wet market to employ the Octopus Card membership programme, allowing customers to earn membership points while paying with a simple "dood" of Octopus.

Though business success is of course important, we are also committed to giving back to the community. Our community activities include a Mid-Autumn visit to a centre for the elderly, demonstrating OCL volunteers' spirit of serving and caring for disadvantaged people. We also take low-income wheelchair users to see movies, and though this might seem a simple step, we find some may not have visited the cinema for decades, are delighted by the outings. We are training our corporate volunteers through sharing best practices, and providing more diverse volunteering channels.

Plus, in the management team, we are keenly aware that it is important to care for other vital people: our staff. We treasure engagement with staff members, and so from this issue, we will cover news of OctoClub, with activities such as handicraft workshops and special staff sales events.

八達通於今年九月正式踏入十八周年。多年來，八達通卡有限公司與時並進，不斷精益求精，為香港市民帶來簡單、快捷、可靠的電子支付系統，能與香港一起成長，為香港的繁榮出一分力，我們感到無比自豪。

我們歡迎及支持金管局近日就電子銀行推出的監管政策手冊，這不但有利於網上和流動支付在技術提升和行業層面的發展，更能在風險管理、客戶保障及便利三方面取得平衡。

雖然八達通品牌在本港堪稱家喻戶曉，但我們卻未敢怠慢，一直努力不懈，致力提高服務水平，令顧客的日常生活更輕鬆。

公司於八月推出的八達通卡更換計劃，正是優化客戶服務的措施之一。這項換卡計劃完全免費，令客戶以自願形式更換其第一代租用版八達通，並能於換卡後在所有八達通的商戶享用最新的八達通服務，並利用備有近場通訊（NFC）技術的流動裝置，透過「八達通」App進行網上付款。在此要感謝所有同事的努力，讓換卡計劃能夠順利推出。

此外，我們亦積極拓展八達通在香港以外的業務版圖。在本期通訊為大家介紹八達通國際業務的新動向——與公共交通票務收費系統供應商Scheidt & Bachmann結成全球業務夥伴，提供以身份驗證及智能卡為基礎的票務方案。這項聯盟不但為公共交通的票務市場注入新動力，亦加強了八達通的海外業務。

八達通一向重視採用和發展先進科技，但著眼創新並不等於要放棄傳統文化。最近在小西灣本灣街市推出的嶄新八達通購物服務，正是揉合創新與傳統的好例子。八達通付費模式改善了街市的經營環境之餘，同時也為零售注入充滿活力的新體驗。

This month, as we celebrate the 18<sup>th</sup> anniversary of Octopus, we can reflect on this key milestone for OCL, and the fact that in the years since we have never paused on our journey of innovation. I'm delighted to see how our business has developed from its foundation in offline contactless electronic smartcard payments, to encompass online payments, and now also progressing to add mobile and P2P payments to provide more Octopus choices for our customers in our journey of innovation.

Sunny Cheung

Chief Executive Officer

Octopus Holdings Limited

本灣街市更成為香港首個引進會員制的街市，在這裏，市民可用八達通登記成為街市會員，用八達通付款不但可享有會員優惠，還可賺取積分以換領禮品。

業務發展固然重要，但八達通亦致力回饋社會。我們的社區服務活動可謂多姿多采，有老人中心的中秋探訪，充分發揮了八達通義工隊關懷和服務弱勢社群的熱誠；也有資助低收入輪椅人士的電影欣賞活動，令一群久未踏足電影院的輪椅人士樂而忘返。我們還透過與其他企業的義工經驗交流，培訓八達通義工成員，並為其提供更多元化的義工服務機會。

另一方面，管理層非常重視公司的員工，十分珍惜與員工們的互動及交流。由本期通訊開始，我們將為大家介紹八樂會的最新資訊，如手藝工作坊及員工優惠特賣會等活動。

正值八達通踏入十八周年誌慶之際，回顧公司建立的主要里程碑，才發現我們在創新的歷程中從未稍停。看到公司的業務從離線的非接觸式智能卡電子支付，到晉身網上付款的行列，繼而又準備邁向手機和個人對個人（P2P）支付的新領域；在不斷創新的里程中，為顧客提供更多元化的八達通支付選擇，我委實為此感到雀躍萬分。

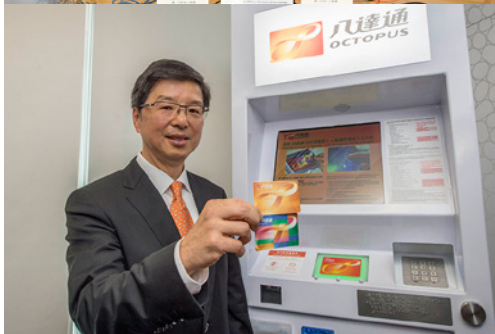
八達通控股有限公司

行政總裁

張耀堂

## Octopus Card Replacement Programme 八達通卡更換計劃

### 八達通卡更換計劃新聞發布會 Octopus Card Replacement Programme Media Briefing



Octopus Cards Limited (OCL) launched the Octopus Card Replacement Programme for its First Generation On-loan Octopus on 5 August. The programme aims to upgrade the First Generation On-loan Octopus with technological advances, and enable each customer to enjoy the latest Octopus services with continuous validity of the Octopus card.

八達通卡有限公司於8月5日推出第一代租用版八達通卡更換計劃。該項計劃旨在為現時流通的第一代租用版八達通提供技術更新，以令所有顧客的八達通均能持續有效地使用，並享用最新的八達通服務。



First Generation On-loan Octopus can be identified by the numbers on them lacking brackets enclosing the last digit. Also, customers can check whether they have a First Generation On-loan Octopus via the Octopus Service Point (OSP), the OCL website or the Interactive Voice Response System, by inputting the card number.

This voluntary card replacement programme is completely free and is being carried out in a simple way at customers' convenience, at the OSPs in designated MTR stations. The remaining value of the First Generation On-loan Octopus and most of its linked services or offers will be automatically transferred to the newly replaced Octopus, with the whole process completed within one minute.

Customers can enjoy enhanced features with the new Octopus, such as checking the latest 40 transaction records and using online payments through the "Octopus" App via NFC enabled mobile devices.

At present, there are 14 OSPs, at Admiralty, Sheung Wan, Hong Kong, Fortress Hill, Austin, Olympic, Prince Edward, Shum Shui Po, Lok Fu, Choi Hung, Tseung Kwan O, Kwai Fong, Tai Wo Hau and Tuen Mun MTR stations. More OSPs will be available later in the year, providing convenient card replacement services for customers.

第一代租用版八達通是指卡上號碼的最後數字無括號的八達通。顧客可於「八達通服務站」、八達通網頁或透過「八達通互動語音電話系統」，輸入卡號以查核自己的八達通是否屬於第一代租用版八達通。

是次計劃完全免費，並讓客戶以自願形式更換第一代租用版八達通。顧客可到設置於指定港鐵站的「八達通服務站」更換八達通，非常方便。第一代租用版八達通的餘額以及連接該八達通的大部份服務或優惠，均可在換卡時自動轉移至新更換的八達通，過程可於一分鐘之內完成。

新更換的八達通將為顧客提供優化的功能，包括利用備有近場通訊（NFC）技術的流動裝置，透過「八達通」App，查閱最近的40次交易紀錄及進行網上付款。

現時共有14部「八達通服務站」投入服務，它們位於港鐵金鐘站、上環站、香港站、炮台山站、柯士甸站、奧運站、太子站、深水埗站、樂富站、彩虹站、將軍澳站、葵芳站、大窩口站及屯門站。我們會繼續物色合適的地點安裝更多八達通服務站，令顧客更方便。

For details and latest updates, please visit the OCL website at [www.octopus.com.hk/cardreplacement](http://www.octopus.com.hk/cardreplacement) or call the Octopus Customer Hotline on 2266 2222.

如欲查詢詳情及最新消息，市民可瀏覽八達通網站 [www.octopus.com.hk/cardreplacement](http://www.octopus.com.hk/cardreplacement) 或致電八達通顧客服務熱線 2266 2222。



## Card replacement tips for customers 顧客換卡小貼士

1. A customer should not proceed with card replacement at the OSP if his/her First Generation On-loan Octopus has one of the following issues, which may lead to the card jamming during the process:
  - Bent or damaged Octopus
  - Sticker on Octopus
  - Octopus in thin pouch
2. Most services/offers will be transferred automatically to the newly replaced Octopus, except the following:
  - Hourly and Monthly Parking Management\*;
  - MTR Park & Ride Scheme\*;
  - New World First Ferry Monthly Ticket/ Holiday Return Ticket\*;
  - Citybus/New World First Bus Day Pass;
  - KMB Day Pass;
  - Octopus Rewards – e-Stamps

*\* Customers must keep the "Octopus Replacement Receipts" and contact the service provider(s) concerned to enquire about the transfer of the above services/offers to the newly replaced Octopus.*

1. 顧客的第一代租用版八達通如出現下列情況，請勿到「八達通服務站」換卡，以免舊卡在更換過程中被卡住：
  - 屈曲或損毀的八達通
  - 八達通附有貼紙
  - 八達通連卡套
2. 除下列項目，大部份服務或優惠在換卡時會自動轉移至新更換的八達通：
  - 停車場時租/月租服務\*；
  - 港鐵泊車轉乘計劃\*；
  - 新渡輪月票/假日來回票\*
  - 城巴/新巴全日票；
  - 九巴全日通；
  - 八達通日日賞 — 電子印花

*\*顧客需保留「更換八達通收據」，並向有關服務供應商查詢將該服務/優惠轉移至新更換的八達通之安排。*

## Card replacement tips for merchants 商戶換卡小貼士

1. Service Providers and System Integrators using Octopus card numbers in operation flows should implement necessary system upgrades to support the old-to-new card transfers;
  2. "Card Replacement Receipts" showing both the old and new card numbers will be issued to customers for their records. If customers holding the receipts request transfers of previously registered services/offers (e.g. membership and access rights) to the newly replaced Octopus, merchants should implement these accordingly, and no surcharge should be applied.
1. 若服務供應商和系統供應商需於日常營運中使用八達通卡號碼，請進行系統更新以支援舊卡換新卡的順利過渡。
  2. 換卡過程完成後，顧客會收到「更換八達通收據」，上面附有新卡和舊卡的號碼。持有收據的顧客若需要將服務或優惠轉移至新的八達通（例如會籍、門禁），商戶應免費協助顧客作相應安排。

## Octopus' 18th Anniversary Celebration 八達通慶祝踏入18周年



This September marked the 18<sup>th</sup> anniversary of the introduction of the Octopus card. The company held a series of celebration activities with nice surprises, and paid tribute to those who have worked for the company from the very beginning.

The day began with a sweet surprise for all - with delicious free gelato served by Senior Management Group members at ice-cream carts in the office, followed by roast pig and snacks. During the staff gathering, a fun-filled video with news footage from 1997 was shown, and long-serving staff members were invited to share their touching and inspiring stories with OCL colleagues. The celebration was completed with a singing performance by the Octopus Rubber Tyre.

今年九月標誌著八達通誕生18周年，公司安排了一連串充滿驚喜的誌慶活動，與員工歡聚一堂，並藉此機會感謝多年來與公司並肩成長的同事們。

慶祝活動從甜蜜的驚喜開始，當天先由公司管理層親自在雪糕車前，為同事們奉上任點任食的雪糕，還有剛出爐的燒豬及精美茶點。在員工聚會期間，公司不但播放了以1997年八達通推出時的新聞片段，剪輯而成的有趣花絮，還邀請了多位資深員工分享他們這18年來在八達通工作的趣事，最後由八達通樂隊的精彩演出，圓滿地結束了慶祝活動。

## OCL Exchanges Insights with Overseas Industry Players

### 八達通跟海外的行業代表作經驗交流

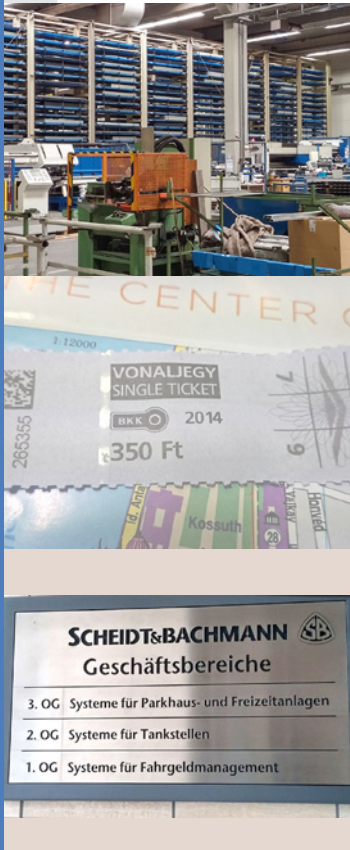


As a pioneer in contactless smart card payment applications, OCL frequently meets with overseas counterparts to foster exchanges and understanding among industry practitioners. In August, OCL shared the latest business updates with representatives from the Bureau of Transportation, Taichung City Government and transport card system experts from Argentina, tapping into their insights regarding public administration and technological advances in transport systems around the world. In September, OCL was invited to speak at 2015 Hong Kong-Taiwan Fintech Forum, discussing market trends in the FinTech industry.

作為非接觸式智能卡支付應用科技的先驅，八達通經常與海外的行業代表會面，透過交流和討論，促進行業的互相了解。於八月，八達通跟臺中市政府交通局的代表和來自阿根廷的交通卡系統團隊進行了業務交流，就公共行政和交通系統方面分享了經驗。八達通在九月獲邀出席了「2015港台經貿論壇-創新金融科技合作」會議，跟來自港台的與會者就金融科技的最新市場動向交換了意見。



## Further Expansion of Business Network in Overseas Market 八達通將業務拓展至國際市場



OCL has recently announced its global partnership with Scheidt & Bachmann – a major international supplier of Automatic Fare Collection Systems, to offer market leading ID-based solution and card-based ticketing solutions. The collaboration has gained considerable traction, further strengthening OCL's business reach overseas. More opportunities are expected to follow.

八達通近日宣布與國際自動收費系統供應商Scheidt & Bachmann結成全球業務夥伴，提供以身份驗證及智能卡為基礎的票務方案。是次合作將拓展八達通的海外業務，相信日後會開啟更多商機。



## OCL CEO Participates in MTR Race Walking 2015 八達通行政總裁參加2015港鐵競步賽

OCL once again took part in MTR Race Walking, to promote the health benefits of integrating race walking into one's daily routine. Our CEO Mr Sunny Cheung completed the individual MTR Chairman's Invitational tournament, contributing to fund-raising for the Hospital Authority's Health InfoWorld.

八達通再次參加港鐵競步賽，宣揚競步有助身體健康的正面訊息。公司行政總裁張耀堂先生身體力行參加了港鐵主席邀請賽，為醫院管理局健康資訊天地的籌款出一分力。





## The Octopus Service Network Expands 八達通拓展服務網絡

Octopus service network is expanding to the following merchants, making Hong Kong people's everyday life easier.

八達通在港的使用範圍進一步擴展至以下商戶，令市民生活更輕鬆。

### New Partners Accepting Octopus Payment 接受八達通付款的新合作夥伴

Retail 零售商店



Online 網上商店



### Extension of Octopus Add Value Service to 759 Store 八達通增值服務擴展至759阿信屋

Starting from July, customers can enjoy Octopus cash top up service in over 250 outlets of 759 Store in Hong Kong.

由七月份開始，八達通客戶可以到全港超過250間的759阿信屋享用八達通現金增值服務。



## Innovative Fresh Market - Octopus x Siu Sai Wan Market 創新鮮活街市 - 八達通x小西灣本灣市場

Siu Sai Wan Market, which underwent a revamp in August, has become an innovative fresh market by adopting Octopus payment. In the market, customers can enjoy not only a fast, convenient and hygienic shopping experience at over 60 stalls, but also experience a new shopping concept at i-chicken stall and a 24-hour fruit vending machine that accept Octopus payment.

Meanwhile, customers can join Siu Sai Wan Market Membership Program by using Octopus for registration, to enjoy membership offers and obtain bonus points for gifts redemption.



小西灣街市在徹底翻新後，以新名稱「本灣市場」於八月重新開幕，成為一間採用八達通付款的創新鮮活街市。在這裡，市民不但可使用更方便衛生的八達通付款方式，在場內逾60個商舖進行電子購物，更可到 i-chicken店及24小時水果自動售賣機體驗全新概念的八達通購物樂趣。

此外，市民可以憑八達通申請成為本灣市場會員，享有會員優惠及購物賺取積分以換領禮品。

## Octopus Gains Popularity in Food Outlets and Restaurants 更多食肆及酒樓接受八達通付款

Octopus continues to integrate into people's everyday life as more food outlets and restaurants are now deploying Octopus payment. Apart from fast food merchants including Café de Coral and Maxims MX launching self-service kiosks using Octopus payment, traditional Chinese restaurants including Tao Heung Group and Victoria Harbour Restaurant also accept Octopus payment, enhancing resources and cost efficiency, bringing greater convenience and higher flexibility to customers.

越來越多飲食業商戶接受八達通付款，令八達通進一步融入市民的日常生活。繼大家樂和美心等快餐店推出以八達通付款的自助售賣機，不少中式酒樓如稻香集團及海港酒家等均已接受顧客用八達通付款，提高資源及成本效益之餘，亦為顧客提供更方便及輕鬆的用膳體驗。



## Adorable Octopus Products Delight Customers

### 獨特八達通產品讓顧客生活更添色彩

OCL continuously offers customers a wide variety of new products with adorable designs to enhance the user experience. The well-received "One Piece 3D Octopus Ornament", "Sanrio Game Master Limited Edition Octopus", "Ocean Park x Octopus Customised Shape Ornament" and "Doraemon Octopus Ornament" were launched with tremendous success, delighting fans from various generations.

八達通經常推出不同產品，配以獨特的設計，為顧客帶來全新體驗。近日推出的「海賊王3D八達通」、「Sanrio Game Master珍藏版八達通」、「海洋公園 x 八達通動物造型配飾」及「多啦A夢 3D八達通」均以大眾喜愛的角色及造型登場，深受不同年齡的顧客歡迎。



## New Type Approval Requirements for Octopus Service Providers 為商戶提供全新審核測試認證

In September, OCL released Type Approval Requirements Version 18 to all related service providers and system integrators. Merchants are advised to adhere to the new system requirement. Any service provider who has not received the new copies should contact the respective professional service manager for details.

八達通已於九月向有關的服務供應商和系統承辦商，提供審核測試認證18版。各商戶須遵守新的守則。若有服務供應商仍未收到新的守則，可與我們的商戶專業服務經理聯絡。

## Transaction Upload for Inactive Readers 商戶應適時上載交易資料

Merchants are reminded to upload all transaction data to OCL before an Octopus reader becomes inactive due to maintenance, repair or other reasons. If a merchant will reactivate an Octopus reader, they must first synchronise the data between the reader and the Octopus server, to ensure all settings and configurations are up-to-date.

八達通提醒商戶，若因保養或維修等理由而需要暫時停止使用八達通讀寫器，必須事先上載所有交易資料。商戶如欲啟動已停用的讀寫器，應先把讀寫器連接至八達通伺服器，並同步更新數據，以確保所有設定和裝置都已更新。

## How to Handle Suspicious Emails or Phone Calls 如何應付可疑電郵和來電

The recent wave of telephone scams has shown that fraudsters' diverse tricks can catch even highly educated people off-guard. How can we protect ourselves when handling suspicious emails or calls?

近日電話詐騙案猖獗，歹徒行騙手法層出不窮，連專業人士亦不慎墮入陷阱。我們該如何應付來歷不明的電郵或來電？

- Never provide any confidential personal or business information, such as bank details, to any unknown caller, and hang up immediately in case of doubt.
- If a caller claims to be an agent of a law enforcement institute, and requests personal data and money, contact his or her claimed office directly, for identity verification. As a rule of thumb, a law enforcement agency will not demand money over the phone.
- Delete suspicious emails immediately and permanently.
- Do not open emails from unknown parties or forward suspicious emails to another person.
- If it's suspected that a customer is a victim of a telephone scam, escalate the case to a manager and immediately report it to the police.
- 切勿向不明來電者透露任何個人或公司機密（包括銀行資料等）。若有任何懷疑，應立即收線。
- 若來電者聲稱代表某法定機構，並要求取得個人資料或金錢，請與相關機構查核該人員的身份。謹記，法定機構人員絕不會透過電話向市民索取金錢。
- 立即永久刪除可疑的電郵。
- 不要開啟不明人士所發出的電郵，亦不要轉發該電郵給其他人。
- 若懷疑顧客受到電話詐騙，應向上級報告，並立即報警。

## Movie Day Enriches Wheelchair-Bound Persons' Social Lives 電影共賞日為低收入輪椅使用者生活添姿采

To many of us, watching a movie on a Saturday seems nothing more than an ordinary weekend activity. But for people with disabilities, especially those from low income groups, it could mean a lot more in terms of costing time and money.

Recently, OCL sponsored a group of wheelchair users, who are registered members of the Octopus Rehabilitation Transportation Subsidy Scheme, to watch the box-office hit *Jurassic World* together with their family members. Participants were glad to take part in social activity like this and spent an entertaining afternoon with their families and friends.



週末到戲院看電影似乎是很平常的活動，但對於低收入的輪椅人士來說，這卻意味着財政和時間的雙重負擔。最近，八達通資助了一組參加「八達通復康交通資助計劃」的輪椅使用者和家屬們，到戲院欣賞大熱電影「侏羅紀世界」，讓他們藉此機會重投社交生活，與親友共度了愉快的週末。

## Sharing Session by MTRC Corporate Volunteers 港鐵公司企業義工分享會

OCL invited two corporate volunteering leaders from MTR Corporation to share their inspiring volunteering experiences with Octopus volunteers in September. They also shared how volunteering changed themselves and their colleagues, and the way it influenced their families.



八達通於九月邀請了港鐵公司的兩位企業義工領袖，與八達通義工同事分享他們精彩感人的義工服務經驗。席間，他們也分享了義務工作如何改變了自己和同事，以及對家人所產生的影響。

## Spreading Love and Warmth to Senior Citizens in the City 把愛與溫暖傳給長者



這個秋季，八達通把愛與溫暖傳送給有需要的長者。八達通義工隊參加了一系列的燈籠製作坊，利用午飯時間，一起為長者們製作別出心裁的中秋燈籠。於九月下旬，公司的義工們帶同親手製作的燈籠，到觀塘明愛老人中心探訪長者，並與長者們一起學習做冰皮月餅，還有八達通樂隊 Rubber Tyre 在現場精彩演出，與長者們同慶中秋。

This autumn, OCL brought love and warmth to the less fortunate elderly in Hong Kong. A series of Mid-autumn Festival Lantern workshops were held, and Octopus volunteers spent their lunch hours to create unique lanterns that would be given to elderly persons. In late September, our volunteers took their handmade lanterns, and visited Caritas Elderly Centre in Kwun Tong, to celebrate the Mid-Autumn Festival with the elderly residents. Together, they learned to make snowskin mooncakes, and enjoyed a live band performance by Octopus Rubber Tyre.



## Terrarium Workshop 「瓶中花園」工作坊



Do you wonder how you could bring vitality to the office? OCL's staff club, OctoClub, recently organised a two-hour terrarium workshop, during which staff gained hands-on experience creating their own unique glass plant watering globes. This is such a wonderful idea for decorating your workplace!

想為辦公室增添一點朝氣？八達通員工康樂會「八樂會」最近為員工舉辦了兩小時的「瓶中花園」工作坊，讓員工學習親手製作雅致的綠色玻璃球盆景，點綴工作空間。

## Staff Sales 員工優惠特賣會



OctoClub brings staff pleasant offers from time to time. In Q3, OctoClub cooperated with renowned retail brand Watsons, and brought staff surprising offers on a wide range of beauty and healthcare products.

八樂會定期與不同品牌合作，為員工帶來精彩的購物優惠。八樂會在第三季與知名美容及保健零售品牌屈臣氏合作，舉辦了員工優惠特賣會，讓同事們以優惠價選購多種美容或保健產品。



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