

# OCBC an early adopter of Apple iPad

OCBC Bank has become one of the first local companies to take a bite at Apple's new touch-screen tablet by releasing iPad banking and trading tools on the day of the device's local debut.

From today, OCBC customers will be able to download a new mobile banking and stock trading application for the much-hyped gadget from Apple's iTunes store.

Commonly used functions from the bank's iPhone banking tool – such as balance enquiry, fund transfer, bill payment and locating branches and automated tellers – have been carried over to the iPad version.

And enhancements have been made to make full use of iPad's bigger screen size and processing capabilities.

The Apple tablet, which launches locally later today, comes with a 9.7-inch display and is powered by a more powerful chip compared than its smart-phone counterpart.

"The user experience simply does not work (when you bring iPhone applications wholesale on to the iPad)," said Patrick

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Chew, OCBC's head of delivery for global financial services.

A major difference in the iPad version is the use of charts and graphs to illustrate details such as a user's account summary and transaction history.

"The larger screen size allows us to put more data, more graphics (on to the application) – something we were unable to do previously (on the iPhone)," Mr Chew said.

Similarly, the group's brokerage arm, OCBC Securities, has beefed up its iPhone stock trading application for use on the iPad.

"Customers can now create more stock watch-lists, view more counters at one glance and execute trades faster," said OCBC Securities managing director Hui Yew Ping.