

# OCBC rolls out apps for iPad users

By REICO WONG

BUSINESSES in Singapore are ready to tap on the Apple iPad craze, as the hottest gadget in the market is officially launched here today.

OCBC, for example, has capitalised on the iPad's features to offer its customers a sophisticated banking experience on-the-go.

This will essentially be carried out through two new services – OCBC Mobile Banking for iPad and iOCBC TradeMobile for iPad – available through the Apple App Store in Singapore from today.

OCBC is the first financial institution in Singapore to offer banking and trading applications designed for the iPad. Customers will be able to

enjoy intuitive use of popular services such as bill payments, funds transfer, and locating the nearest OCBC branch and ATMs more quickly.

More importantly, all these functions will be accompanied by a higher level of interactivity, a cleaner layout, and richer visuals in the form of coloured charts and graphs.

“The need to evolve our banking channels with devices like the iPad is important as customers' expectations grow in tandem with what technology can offer,” said Mr Patrick Chew, OCBC's head of delivery for Global Consumer Financial Services.

Taking into account that investors increasingly want to leverage on technology to make investing faster and more accessible, the bank

is expecting its iOCBC TradeMobile for the iPad to take off in a big way.

OCBC pointed to the success of the same application for the iPhone, which has already seen about 10,000 downloads and a high level of trading activity in the 14 key local and foreign securities exchanges featured since its launch in May.

OCBC also noted that the number of new bank accounts has doubled since then, with customers specifically expressing an interest in the application.

Said Mr Hui Yew Ping, managing director of OCBC Securities: “With the iPad being both a mobile and powerful platform, with a highly intuitive user interface, we believe that trading activity will be further integrated into investors' lifestyles.”

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