**ANNEX C**

**MGOV@SG**

mGov@SG (www.mgov.gov.sg) is a one-stop Government mobile site that aggregates different types of Government mobile services (m-services). Launched on 20 June 2011, it brings together more than 40 m-services, including mobile browser-based, native application-based and SMS-based services.

**Optimised For Mobile Browsing**

mGov@SG has a device-aware capability to filter and surface m-services that are relevant to the mobile device, and optimise the site's on-screen display. Featured listings on mGov@SG also allow users to zoom in quickly on popular m-services and recent additions to the site that are compatible with their mobile devices.



*Figure 1 – With its device-aware capability, mGov@SG will surface different m-services for an iPhone and an Android phone accessing the site.*

**Ease of Finding M-Services**

mGov@SG offers several ways for users to find the m-services of their choice.

1. **Categories**: Users with specific intents can locate the m-services through one of the nine categories of "Business", "Community & Housing", "Travel & Leisure", "Defence & Security", "Education & Learning", "General", "Health", "Jobs & Money" and "Transport".

2. **Organisations**: Users who wish to transact with a specific government agency, can first look up the agency under "Organisations" to browse through the agency's m-service offerings.

3. **Quick Search**: Users can perform a search for a specific government m-service with the search tool provided.

4. **Discover All**: Users can also choose to view, at one glance, all the government m-service offerings that are relevant to their mobile devices.



*Figure 2 – The various ways for users to locate government m-services on mGov@SG*

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