



“jusTap! partners with Game4u to launch the first of its kind retail in-store experience using NFC”

jusTap!, Mumbai, India--(Press Release)—November 14, 2012— Thought Leaders, Game4u, chose to partner with jusTap! in a bid to increase their social media presence. jusTap! offers Game4u customers a simple **"jusTap! to Like us on Facebook"** feature, as its first foot forward. You can now walk into any of the Game4u stores across India (Gurgaon, Mumbai, Jalandhar and Ludhiana) and jusTap! on the NFC enabled Smart posters in store, to like Game4u on Facebook. No more remembering and typing URLs, downloading applications on your mobile or time consuming searches on your mobile, jusTap! comes to the fore with a one-stop solution.



With a single tap, customers now get the desired information on their mobile screens, while on the go. jusTap! services can be availed using any off-the-shelf NFC enabled Mobile smart phone available in the market. All handset manufactures today, provide the NFC feature in their high end smart phones (list available here: <http://justap.in/NFCmobileComp.jsp>). Simply, enable NFC from your mobile phone settings and then jusTap! to interact with any of these smart posters, while on the move.

Game4u.com, a part of Milestone Interactive Group, established in 1997 are specialist retailers of PC and video games, consoles and related accessories, with customer friendly policies, unrivaled product knowledge, wide range of software and accessories, a credible in-store chart, console value and choice deals, a pre-order program, constant offers and promotions and a Gift coupon program. Game4u is also the first retailer of its kind to offer a pre-owned games exchange program under its RePlay brand.

justTap! is an innovative way to leverage your smart phones. This highly versatile and interactive mobility platform, gives every brand the competitive edge required to create a whole new dimension for its customers ensuring that the brand engages and empowers its customers and also enhances their experience. An intuitive and personalized technology platform **justTap!** is interoperable and secure. justTap! offers innovative and competitive solutions, like **Product Detailing, Coupons, Loyalty Programs, Payments, Ticketing etc.**, across industries like **Retail, Media and Entertainment, Travel & Tourism, Hospitality, Financial Services, FMCG, Education & Advertising.**

Tune in to Face book at www.facebook.com/justap.india or email us at info@justap.in or call us on +91 22 3953 0536 to know the latest on NFC Technology, Upcoming Solutions and the Latest Trends in Mobile Technology.