



***Now one of India's most favorite movie destinations is powered by jusTap!***

**jusTap!, Mumbai, India - (Press Release) - November, 2012 - Cinemax, one of India's leading Movie houses partners with jusTap!** to further promote their **"Box Office Now in your Pocket"** Campaign. No more remembering and typing URLs, or time consuming searches on your mobile, **jusTap!** comes to the fore with a one-stop solution. Cinemax Patrons can now walk into Cinemax Multiplex and **jusTap!** on any of the smart posters and Standees put up, to **Download the Cinemax Mobile App, Like on Facebook, Give Feedback** and even **Book Tickets** for movies they want to see later.

The first phase of the Campaign is currently live at The Cinemax Flagship Outfit in Mumbai, (Infiniti 2 Mall, Malad, Mumbai), and has been a huge success, having attracted much attention from the crowds, in spite of no proactive campaigning or ushering to promote this newly launched service. With the Cinemax Team working in tandem with jusTap!, the posters have been put up in locations where they cannot be missed and have thus attracted more than **200 patrons** in roughly **6 weeks** with the **total time of engagement being more than 2 hours**. Nearly **35% percent of customers have downloaded the Cinemax Mobile App** followed by **26% of customers who have chosen to leave feedback** with Cinemax. The **Like Cinemax on Facebook and Book Tickets Option** have had **20% and 19% engagement respectively**. **Google Nexus 7, HTC Wildfire, Nokia 700 and Lumia, Balckberry Bold and Samsung S3** were some of the Handsets used to access information via the NFC enables posters across the Multiplex.

jusTap! services can be availed by customers using any off-the-shelf NFC enabled Mobile smartphones 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.

**Cinemax**, a part of **The Kanakia Group of Companies**, is one of India's largest Exhibition Theatre Chains and operates across India with more than **40 properties and nearly 141 screens**, where they flash not only the best movies ever made but also ensure that movie buffs view them in style, with recliners, massage chairs and customer service fit for a king.

**Mr. Girish Wankhede, Head Marketing and Corporate Communications** said **"Cinemax has always ensured the best of Cinematic experience to all its patrons and this is one of its initiatives. We are delighted to see that so many people have used the "jusTap!" application, this shows that the times are changing and so are the needs of the patrons and we have and will ensure that we satisfy the needs."**

To learn more about Cinemax, log onto their website [www.cinemax.co.in](http://www.cinemax.co.in) or tune into their Facebook page at [www.facebook.com/cinemaxindia](http://www.facebook.com/cinemaxindia)

**jusTap!** 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 **jusTap!** is interoperable and secure. jusTap! 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.**

To know the latest on NFC Technology, Upcoming Solutions and the Latest Trends in Mobile Technology log onto our website [www.justap.in](http://www.justap.in) / tune in to Facebook at [www.facebook.com/justap.india](http://www.facebook.com/justap.india) / email us at [info@justap.in](mailto:info@justap.in) / call us on +91 22 6700 0536.

In case of any queries regarding the activity please contact:

Cinemax

Ms. Shefali Nair  
+91 91677 22302  
(Cinemax, PR)

jusTap!

Neha Malhotra  
+91 99200 10950  
(AVP – Business Development)



----- contd. on next page -----

