



jusTap! launches NFC based couponing engine, jusPocket!

jusTap!, Mumbai, India - (Press Release) – 11/04/2013 – jusPocket! is the latest addition to the already exhaustive product portfolio from NFC Service Provider **jusTap!**. The Company has recently launched their couponing engine and is already in talks with some major brands for campaigns using the engine. **jusPocket!** serves as a central couponing engine, which allows Brands to run **multiple coupon and deal campaigns in real time**. The platform has the capability of **creating, managing monitoring and editing and disbursing coupons in real time**. The **validation & redemption engine** can be easily integrated with Brands POS systems if need be; Alternatively, it can be accessed using a simple browser as well. The beauty of the platform, however resides in its **analytical engine, jusTap! Mobalyse**, which gathers comprehensive data about campaigns and allows brands to get real time information about campaign performance.

The **jusTap! Suite** now includes 2 standalone and comprehensive platforms **jusTap! for campaign management** and **jusPocket! for couponing**. The **jusTap! Campaign Management Platform** offers innovative and competitive solutions, like **m-Commerce, Product Detailing, Loyalty Programs, Payments, Ticketing, Social Media etc**. The jusTap! Platform ensures that brands can **engage, empower and enhance customer experience** through all marketing communication. With the **jusPocket!, the couponing engine, jusTap!** aims at running coupon / deal specific campaigns for Brands across Industries. **jusPocket!** platform enables customers to download digital coupons from NFC powered Campaign Communication, thereby ensuring **increased Brand Outreach, Repeat Customers and a channel for Alternate Revenue**. True to its brand, **jusPocket!** ensures that consumers pocket their deals on their mobiles, thereby eliminating the need for bulky leaflets and paper based coupons that invariably get lost. For consumers without NFC enabled phones, **jusPocket!** allows customers to access these coupons via QR Codes, Short URL's and even missed calls. The platform also allows for easy **integration with Social Media enabling consumers, to share and like the deals that they are using**.

NFC has been one of the most talked about technologies in recent times. Brands across the globe have planned and executed campaigns using NFC. However, the main challenge has been interoperability with handsets and the NFC based mobile apps that are being built. The **jusTap! Suite** enables customers to access NFC based services **without the hassle of additional app downloads**, ensuring **secure and interoperable access to all consumers with truly a single Tap**. Brand investments are also reduced as jusTap! enables traditional communication to act as a **seamless bridge into the new world of mobile commerce and digital communication**.

jusTap! is a part of **IAITO Infotech** an IIT Kanpur based incubate. IAITO has been a leading developer & solution provider of high end technology products for RFID for nearly 6 years now. **jusTap!** has in the past done successful NFC based campaigns for many Brands like **Game4u** (Milestone Interactive) and **Cinemax** (Kanakia Group). **jusTap!** is an innovative way to leverage your smart phones. This highly versatile and interactive mobility Suite gives every brand the competitive edge required, to create a whole new dimension for its customers with a rich media experience. An intuitive and personalized technology platform **jusTap!** is interoperable and secure. **jusTap!** offers innovative and competitive solutions, through its Campaign Management (jusTap!) & Couponing Engine (jusPocket!).

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