

1 helo... the future: no more paper!

press release

2010年7月16日
Smooch Japan KK

「Let's Smooch!」 iPhone application The future of point cards!

Smooch Japan K.K., the pioneer of the smoothie market in Japan, is pleased to announce the launch of its new innovative iPhone application called "Let's Smooch!".

Developed specifically for Smooch by emonster k.k., "Let's Smooch!" uses cutting edge technology available on iPhones to make the consumer experience more convenient and fun for both customer and retailer. Let's Smooch gives customers access to up to date detailed information on Smooch, latest promotions, locations and drinks and also to access Smooch's twitter page and home pages. It also incorporates perhaps the world's first stamp card for iPhone using bump technology. This allows customers to get rid of paper point cards and replace it with a point card in their iPhone, which can be updated only at the Smooch store using latest GPS and Bump Technologies.

The application can be downloaded free of charge on Apple's website
<http://itunes.apple.com/jp/app/lets-smooch/id379447495?mt=8>.

Customers who download the application will be able to take advantage of special promotions made available only to iPhone users through the Let's Smooch application. In addition, customers who download the application will receive a point card that is pre-loaded with 9 points. This means that the next time they buy a Smooch, they will be entitled to another one free.

Details:

Product: "Let's Smooch" iPhone application

Availability: Can be downloaded from Apple store for free

<http://itunes.apple.com/jp/app/lets-smooch/id379447495?mt=8>

Launch date: 23rd July, 2010

Launch presentation: 7pm on 23rd July, 2010 at Apple Store, Shibuya

Developer: emonster k.k.

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Smooch Japan K.K.

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emonster k.k.

Business: emonster k.k. is an i3Development software company (iPod + iPhone + iPad = i3), with offices in Tokyo, Japan and Seattle, USA.
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