

## Ster-Kinekor launches new app for Windows phone

Continuing their long-term digital partnership, Ster-Kinekor Theatres and Prezence have announced the launch of a new Ster-Kinekor app for the Windows phone.



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It has a new user interface (UI) designed specifically for the operating system, designed in partnership with Nokia. In addition, this latest version of the app will complete the mobile ecosystem on which the app is available.

The current version of the app has won awards, including Bookmarks and Vodacom Appstars on the local front, along with Davey and AfricaCom awards on the international front. In 2013, in just under a year, it surpassed the 1 million download mark.

Lynette Hundermark, apps business director for Prezence explains that the app being 18 months old was in need of refreshing. "In addition, the growing popularity of this Windows Phone platform made it perfect for the latest iteration of the app."

### Windows phone numbers grow

Amongst South Africans, statistics from mobile phone operators have shown high subscriber uptake of the system. Between May and July of 2013, Vodacom reported a 47% increase in the number of users opting for Windows Phones, making it the number one growing platform amongst South Africans.

"The user experience of the app was designed with input from Windows' design team; hence it will seamlessly evoke the clean, flat, minimalistic look endemic to Windows Phone. In terms of new features, this new app will also be fully integrated into the Windows Phone operating system and will soon have Live Tile capabilities.

"We have many new features planned for this app. But till then, all the features in the original iteration of the app, viewing movie trailers, booking tickets, accessing entertainment news and the like will still be available on this version," she concludes.

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