

# Zappar to launch in SA

Zappar is an app that brings brands to life by using augmented reality to turn one-dimensional communications into vibrant, animated, three-dimensional brand experiences via mobile or tablet.



Zappar is user-friendly, its codes are customisable and can be fully integrated into any creative, it's interactive and it engages with consumers on a level that is only limited by the imagination.

Zapcodes are already opening up new worlds of mobile content and entertainment for clients such as Sony Music, Disney, Warner Brothers, Lenovo, Dunkin' Donuts and Asda - and now the international hit is heading for SA shores.

Brought to you by mobile solutions provider Integrat Mobile, Zappar will form part of the company's cutting-edge product arsenal - and, in a coup for the company, it'll be Zappar's authorised reseller partner within SA borders.

## Time to do business in SA

Max Dawes, partnerships director of Zappar, said: "We couldn't be more excited about entering the South African market and have found the perfect partner in Integrat Mobile. It's an amazing time to be doing business in SA with smartphone penetration and usage on an exponential curve."

Using animation, video, audio or still images, Zappar campaigns melt seamlessly into all Apple and Android devices.

For more, go to [www.zappar.com](http://www.zappar.com).

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