

Ster-Kinekor App now available on Samsung GALAXY smartphones

South Africa's cinema exhibitor, Ster-Kinekor, is now available as an Android app for free download on Samsung GALAXY smartphones and is exclusive to the Samsung App store for three months.

"This is another first for Samsung and is in line with our ongoing efforts to continue to provide local consumers with the most relevant apps and the best possible user experience on our GALAXY smartphone range," says Craige Fleischer, director of mobile communications at Samsung.

The new downloadable app features all the information currently available on the Ster-Kinekor website. Experience the poster-rich, fan-centric Ster-Kinekor mobile app, with interactive seating booking, toggling between Ster-Kinekor and Nouveau cinemas.

Immediate movie information

Functions of the new app include swiping through movie lists and find out what's "Now Showing" and "Coming Soon"; view high-quality trailers that play seamlessly within the app; read detailed movie information that includes synopses, parental ratings, run times and cast lists; and view accurate performance times, get the seats you want and purchase tickets seamlessly without leaving the app

Says Fiaz Mahomed, CEO of Ster-Kinekor Theatres, "The collaboration between Ster-Kinekor Theatres and Samsung provides an immediate range of movie news and information, available 24 hours for Android users. The development of this app brings the power of the movies right into the hands of cinema lovers. We understand that our market is increasingly interacting with online and mobile media, so it's important to invest in these platforms and consistently find innovative new ways of delivering this to them and as such, our partnership with Samsung is evidence of just that."

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