

New Conexus promo to drive NFC usage across the Asia Pacific



The poster features the Conexus Mobile Alliance logo at the top. Below it, the campaign name 'Mobile Wallet Tap and Get Campaign!' is written in a stylized font, accompanied by an icon of a hand tapping a mobile phone. The dates '31st May, 2013 - 31st July, 2013' are displayed. A large yellow starburst contains the instruction 'Tap on poster with Mobile phones with this mark.' Below this, the main headline reads 'Tap on Poster with your Mobile Wallet and Win a prize!'. Three prize categories are listed: 1. 'A trip to Japan/ Korea (1 pair for each)' with sub-points for Korea (3 days / 2 nights) and Japan (3 days / 2 nights). 2. 'Protec A MAXPASS H Suitcase (4 winners)' with specifications: Size/45x6xW40xD25cm, Capacity/40L, Color/Chocolate Brown. 3. 'H.I.S Coupon for booking travel (300US\$ worth) (4 winners)'. Images of the Tokyo Skytree and Suncheonmari in Korea are shown.

CONEXUS
MOBILE ALLIANCE

Mobile Wallet Tap and Get Campaign!

31st May, 2013 - 31st July, 2013

Tap on Poster with your Mobile Wallet and Win a prize!

Tap on poster with Mobile phones with this mark.

Present 1
A trip to Japan/ Korea (1 pair for each)
•Korea : 3days / 2nights (Departing from Tokyo)
•Japan : 3days / 2nights (Departing from Seoul)

Present 2
Protec A MAXPASS H Suitcase (4 winners)
• Size/45x6xW40xD25cm • Capacity/40L
• Color/Chocolate Brown

Present 3
H.I.S Coupon for booking travel (300US\$ worth) (4 winners)

Conexus Mobile Alliance (Conexus) rewards early adopters of Near Field Communications (NFC) through a promo that will give Conexus NFC customers a chance to win travel packages by tapping NFC embedded posters at designated terminals across the region. The promo will run through May 31, 2013 – July 31, 2013.

Dubbed as the Conexus “Tap and Get” promo, the offering is open primarily to all subscribers of KT Corporation (KT) and NTT DOCOMO using NFC enabled handsets in Indonesia, Japan, Korea and the Philippines.

NFC, a technology which allows for contactless data exchange between two devices in close proximity to each other, will enable Conexus subscribers to access the “Tap and Get” promo URL, just by using their NFC-enabled devices to tap at specially-marked posters and terminals at the international airports of Indonesia, Japan, Korea and the Philippines—without having to prelaunch an app or to input keywords, access codes or web addresses.

At the promo URL, customers simply have to submit the required personal information to earn one promo entry. Succeeding taps and data submissions will earn Conexus customers additional promo entries, for more chances to win any of the travel packages up for grabs, including trips for two to Japan or Korea.

“As the region’s leading mobile alliance, we are continuously seeking opportunities to provide pioneering services to our customers. “Tap and Get” underscores our commitment to be at the forefront of innovation in the Asia Pacific, while at the same time providing exciting rewards to our customers,” said Alex O. Caeg, Chairman of the Conexus Mobile Alliance Board.

According to a recent study by ABI Research, the number of NFC-enabled devices in use will exceed 500 million by 2014. The study further notes that the rapid integration of NFC will make possible the delivery of new services and features that will increase the interaction of people, devices, and their environment.

“Conexus recognizes the huge potential of NFC in the Asia Pacific. This offering is just one of the many initiatives we have lined up to promote new technologies, including NFC, to the 350-million strong network of the Conexus alliance,” added Caeg.

Established in April 2006, Conexus Mobile Alliance is one of Asia’s biggest mobile alliances. The alliance is formed to primarily develop and enhance international roaming and corporate mobile services for greater convenience and ease of use for its members’ customers. The alliance boasts a combined customer base of over 350 million mobile subscribers and is committed to promoting voice, video and data roaming via its members’ GSM/GPRS, W-CDMA networks and/or HSDPA networks. For more information on the promo, visit: <http://www.conexusmobile.com/>