



Bookmyshow.com launches Windows Mobile App

Get hooked to booking on the move...

Mumbai, December 30, 2011: Time crunches will now be passé. One can easily book movie tickets at any of the choicest cinema halls with just a finger tap on their Windows Phone. Bookmyshow.com, India's largest entertainment ticketing portal has launched a free of cost new app for Windows Phone users to get up-close to the world of entertainment- Movie, Cinema Listings, Synopsis, Reviews & Bookings. The first version of the application offers movie ticketing for a large number of theaters across India to choose from. This app will soon be upgraded to book tickets for plays, concerts and sporting events as well.

The Windows App can be downloaded free of cost from the Windows Market Place, the App Store. With a download size of less than 1 MB, it is compatible with Windows Phone 7.5 or higher versions. After downloading the App, one needs to tap on the Bookmyshow icon. The menu list gives one an option of movies, art & theatre, sports & events. Upon selection of the option, one can browse through movie options, show timings, theatre and seating categories. This application supports multiple secure payment options. One can transact precisely the way they want to with either Credit/Debit cards, Netbanking, cash cards or BookMyShow gift vouchers. Post the payment; the user receives an SMS confirming the booking details.

Speaking on the launch of the app, Mr. Ashish Hemrajani, Founder and CEO of Bookmyshow.com said, "After Facebook, iPhone & Android applications, we had commenced designing the Windows phone app. We have achieved our aim of being ready with our Windows app as soon as the Windows phone is being made available in the Indian market. It took us about 2 months to design and develop the app and about a week or so for market place approval. The app is very smooth & easy to operate. Convenience has never been this convenient."

Downloading the app is a one- time process and the user will be prompted whenever there is an update available during startup of the app. The App is a native application developed in C#.NET/Silverlight. It takes full advantage of the metro user interface. It is also designed specifically for Windows Phone since the user interface is very different than other mobile platforms.

Download the Windows App from <http://www.windowsphone.com/en-US/apps/16c33a56-9635-4d99-b6fd-3efed52de90e>

Windows users get ready to experience touch screen ticketing...

About Bookmyshow.com

Bigtree Entertainment's Bookmyshow.com is the gateway to the fastest and most secure hassle free booking experience. With 90% market share in e-ticketing, Bookmyshow.com is the market leader in providing ticketing solution for entertainment universe encompassing movies and non-movies options like concerts, plays, stand up acts, live performances and major sporting events. The first of its kind and the most successful online entertainment ticketing solution provider in India, Bookmyshow.com also has offices in New Zealand and Malaysia. It aims to present their clientele most secured, end to end



ticketing solution. The cutting edge technology makes the transaction more user friendly and can be quickly executed via web, mobile applications, WAP or the call center (39895050), giving them multi-platform option and a hassle free booking experience.

Bookmyshow.com also has social media presence on Facebook and Twitter and regularly interacts with customers to announce latest activities, giving away freebies, free screenings, etc. It has also launched "Ticket Buddy", the Prebook Application on Facebook allowing users to book tickets for highly awaited films, much before they open in cinemas.

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