



Sanel Uys, Almeri du Toit, Carin du Plessis and Michelle Tobias.



Eric Lowther and Beverly Kruger.



Sandile Mhlanga and Ewan du Plessis.

Digital delight from pocket rocket

Keegan Frances

MBOMBELA - Members of the Kruger Lowveld Chamber of Business and Tourism (KLCBT) were treated to insightful information about how to better utilise smartphones for their businesses' marketing.

This was during the chamber's final networking cocktail evening for the year, which was held at Southern Sun Emnotweni last Thursday.

The event offered prominent members of the business community the chance to

network. The theme of the presentation was "Rocket in your pocket".

AppSynth CEO, Mark Schormann gave the keynote address about the power of smartphones, and how many businesses underutilised them.

"It's an amazing thing that has happened over the past number of years. We have got to the point where we have a computer sitting in our pockets.

"It has multiple CPUs, GPS, it's got accelerometers, gyroscopes, cameras, fingerprint readers, barcode readers, low

power Bluetooth, near-field communication, permanent connectivity and... we use it to phone people. It can do so many more things.

"The phone is a marketer's dream," he added.

Schormann explained the functions his apps can perform, including push messaging, booking requests and booking reminders, and designing.

The apps could also be designed to include the ability to create loyalty schemes and recommend-a-friend schemes.



Bev du Preez and Janine Cronje.