



« Our product is more than a poker app. It's a virtual casino: "one lobby—many games" brings together critical game attributes which do not exist in any other mobile game application. »

Marc Hill, President of US Playing Card Company

A Unique Opportunity for Brands

Jarden Brands, in partnership with mobile strategy agency digi117, has launched the Zeniz Mobile Social Gaming platform to provide brands with an easy, compelling way to take advantage of this new channel.

Your brand will be exposed to an audience exceeding one million users per month split roughly 50/50 along gender lines, with 50% of the women under 34. Social gamers are spenders and trend-setters, receptive to advertising and are motivated to play games that offer real-world rewards such as coupons and are the most active of social media users.

A New Channel for Customer Engagement

The Smartphone has changed the way people surf the web, read email and will bypass the personal computer this year as the preferred way to access the Internet.

Social games on Facebook are garnering audiences the size of network television franchises. While social gaming has only emerged in the past 2-3 years, gaming represents 50% of all logins each day on facebook as gaming becomes the primary entertainment activity for an entire demographic that represents your customers.

As these three global trends converge, the Zeniz Gaming platform will provide each of your brands the opportunity to easily expand your current marketing initiatives to integrate with this emerging marketing platform.



iPhone, iPad, Android phones and tablets; the Zeniz Gaming Network runs on all the latest devices in gorgeous high definition display ensuring you and your brand look the best for all of your customers.

COMPELLING 3D GRAPHICS

Your Brand, Your logo, Your Icon

Imagine an interactive character greeting millions of visitors every month on their way to spending hours and hours of game playing.

Let us create that unique character or turn your current brand, icon or spokesperson into an animated, engaging high def 3D graphic.



Digi117 can create a unique icon or re-create your current spokesperson in an interactive 3D format with life-like look and feel, actions and audio to enhance the player's gaming experience

High Impact Video Ads

Social Gamers engage with mobile ads more often and longer than any other demographic.

Engage your audience with our mobile video ad units that leverage device-specific characteristics to provide a full-screen brand experience while giving viewers additional opportunities to interact with your brand.



digi117 – Real World Gaming Success

The digi117 team have developed over 200 mobile applications and has successfully launched games that have generated millions of downloads in the Apple iTunes store. They have developed this unique casino gaming platform specifically targeted to providing brands with the ability to showcase themselves in front of this growing global audience.

The Zeniz mobile applications will be available in the Apple iTunes store in mid-April and on the Android platform on April 25, 2012.

Getting involved early will allow your brand to benefit from all the pre-launch, launch and ongoing promotional activity we have planned which will begin in April.



To Get Involved in The Launch of the Next Blockbuster Gaming Platform Contact:

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