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APP REWARDS CINEMA-GOERS FOR PLACING THEIR PHONE ON SILENT

 TELECOMMUNICATIONS

CineMode dims movie watchers' screens and places their device onto vibrate mode, while providing money off popcorn and candy.

For all their usefulness, in certain situations phones can be an annoyance. [Social Rehab](#) has already rewarded restaurant customers for leaving their devices at the door, and now the Cinemark app features [CineMode](#), which offers discounts to cinema-goers for putting their phone on silent during screenings. As well as providing a ticket booking facility and information on cinema listings, the app enables those heading into a theater to switch their phone onto CineMode, which automatically dims their screen and prompts them to set the volume to silent. In return for avoiding irritating other customers and improving the cinema experience, users receive rewards – such as money off popcorn – for keeping CineMode on for the duration of their movie. The app is free to download from the [App Store](#) and [Google Play](#), although rewards are only redeemable at Cinemark theaters in the US. Cinemas around the globe – one for inspiration? Spotted by: Murray Orange

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Website: www.cinemark.com/cinemode

Contact: www.cinemark.com/contact-us.aspx