

Alivar, an advertising service that helps mobile users make money

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Digital advertising service on the mobile platform named Alivar, researched and developed by Indimax Vietnam technology company. This service will be officially available on the Google Play Store app from January 29, 2019, users can access this app store and download Alivar completely free.



Alivar will support the smartphone running Android operating system first, while iOS users will have to wait a little longer to experience this digital advertising service.

To be able to "rent" a smartphone screen to display online advertising videos, users only need to download the free Alivar app to the device, then register the account with their phone number. Then, the promo will appear on the standby screen of the phone, the phone owner can choose to watch or not watch, however, just touch the video to see the ad in a few seconds can receive bonus points into account. This reward will be converted into phone scratch cards of three operators Viettel, VinaPhone and MobiFone. Meanwhile, with the usual forms of advertising, users must "accept" the view without receiving any revenue.



According to the CEO of Indimax Vietnam, the advertising method on Alivar platform will bring a new advertising technology, more effective for both advertisers and users.

Digital advertising on Alivar platform directly conveys advertising messages to viewers. Compared to traditional advertising and social media, this new form of advertising has an impressive image and attracts more attention. This is an increasingly popular online advertising trend in the world today.

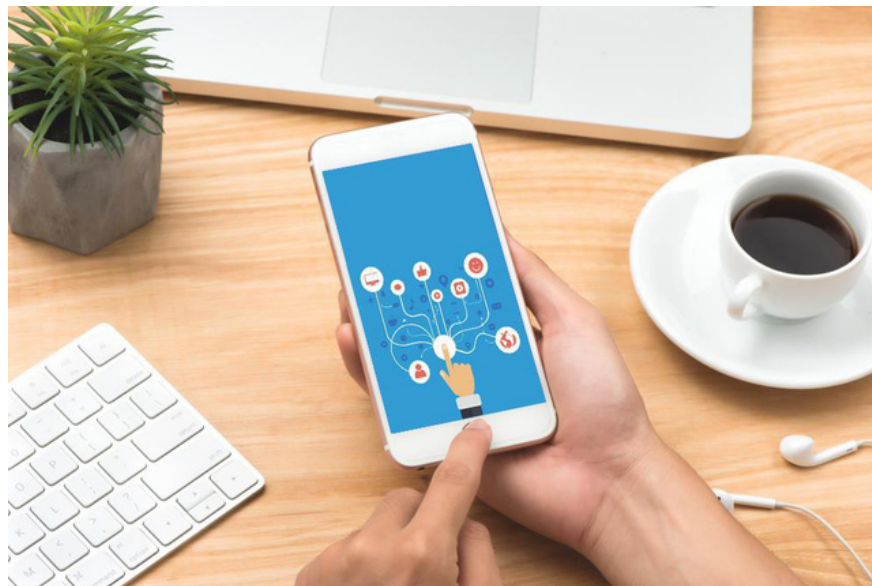


With Alivar mobile advertising platform, users can use interesting advertisements instead of familiar phone ringtones or use various advertising images instead of standby screens.



In addition, Alivar also provides display advertising feature on the standby screen with an advertising banner that will display with an interactive button. Users can choose to access to buy and use advertiser's services. Each interaction will also have bonus points and be credited to the Alivar account of the smartphone owner.

Each Alivar account holder will be given a share code. If users successfully share this code via social networks or messages to friends and relatives who join Alivar system, they will also receive bonus points.



Indimax Vietnam CEO said that Alivar digital advertising application on mobile phones brings practical value to smartphone users. This service is the first time in Vietnam.

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