

FOR IMMEDIATE RELEASE:

Taxi Mojo partners with Junaio, providing Taxi Users in San Francisco with an Augmented Reality Experience

San Francisco - June 20th, 2012 - "Where are all the cabs?" might be one of the most frequent questions heard on the streets of San Francisco, especially outside of the tourist-heavy districts such as Union Square.

Junaio and Taxi Mojo have come together to answer it: the two mobile app companies have partnered to enhance the experience of SF urban dwellers, bringing the power of augmented reality to Taxi users. The Junaio app now ships with a Taxi Mojo "channel", allowing users to spot nearby Taxi Drivers & Taxi Stands through the viewfinder of their iPhone or Android.

Users can search for the Taxi Mojo channel after installing the Junaio app on their phones. After opening the channel, taxis and taxi stands are displayed directly in the phone's viewfinder as the phone is pointed in their direction. Display size is relative to the distance, so users have an immediate sense for what's out there, and how far.

"It's like having x-ray vision ... for Taxis" says Hugo Hardel, CEO of Taxi Mojo. "Suddenly you have a sense for what's out there, close to you yet out of sight. It turns out it is also useful to be able to spot immediately nearby Taxi Stands and clusters of Taxis when you need a ride"

About Taxi Mojo

Taxi Mojo is a mobile application for Taxi Users and Taxi Drivers, effectively creating a mobile Taxi Marketplace..

Users can order a Taxi in a few taps and track the Taxi's progress in real-time. It's easier, faster than calling dispatch, and users stay in control with timely information updates throughout the process all the way until the "pick-up ready" notification.

Drivers get additional business, direct from passengers. After downloading the application and a quick signup process, any driver in the US can benefit from all the convenience of a personal GPS-powered computer dispatch, independent of existing dispatch capabilities provided by the taxi company. Fares are delivered to the drivers in the form of notification, and are free of charge.

Taxi Mojo is available for the iPhone and Android phones.

For more information, please visit <http://www.taximojo.com>

About Junaio

junaio is metaio's mobile Augmented Reality platform that allows users and developers to create content channels in the real world. Unlike any other mobile app, junaio combines natural image and object recognition with GPS overlays to deliver true augmented reality. With junaio's open API and the metaio Creator, developers and users alike can create convenient, cloud-based Augmented Reality experiences. junaio is available for free download for Android and iOS devices. For more information, please visit: <http://www.junaio.com>.

Press Contacts:

Taxi Mojo: press@taximojo.com

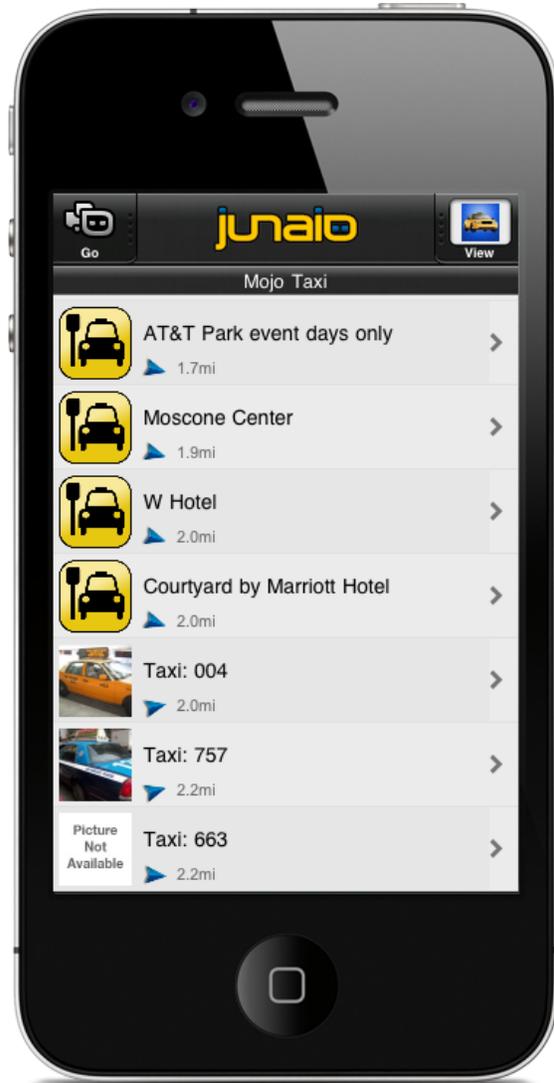
Junaio: trak.lord@metaio.com

The Taxi Mojo Channel in Junaio

Viewfinder

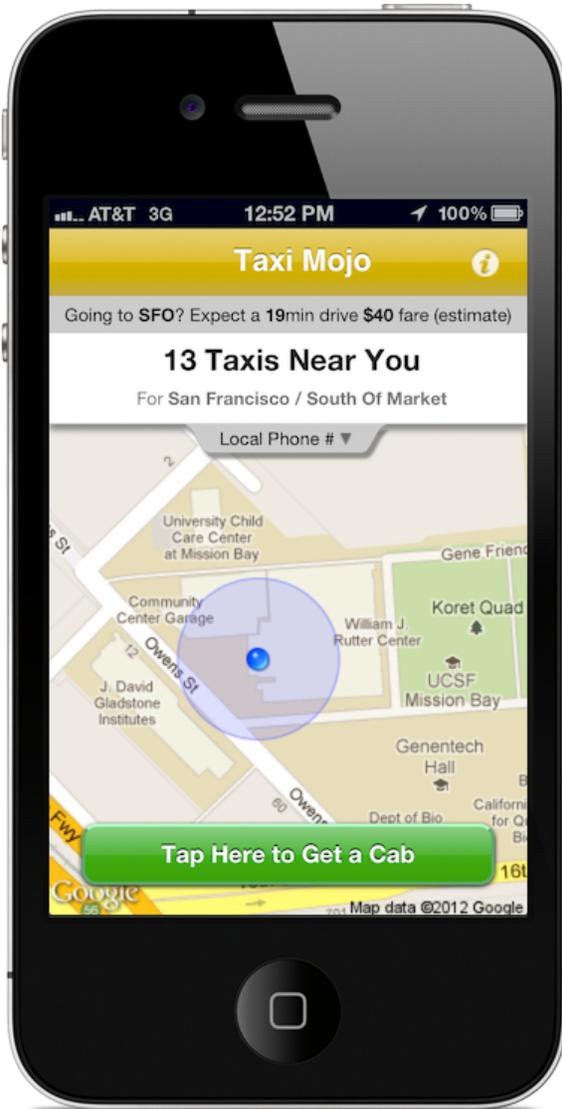


List View



Taxi Mojo App

Home Screen



Order In Progress

