

EscapeX debuts in Thailand with Five high powered celebrity app launches.



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EscapeX announced today its official launch in Thailand with the release of personal official apps of Five extremely popular Thai celebrities in partnership with Gush Cloud International - Global Influencer & Entertainment Marketing Co. The top Five celebrities who now have their own official app are Kwan Usamane, Ying Rhatha, Sunny Suwanmethanont, Ter Chantavit and VJ Woonsen. The Official App takes fan engagement, interaction and consumption to the next level. The new app for each celebrity will have exclusive content, contests and giveaways through the unique social feed will enable the fans to directly interact with their favorite star and Be Seen by the Star. This provides an unparalleled experience for the large fan base, who can enjoy interactivity and get a personal view of their favorite star.

The Official App for each celebrity will feature the unique Fan Feed which will enable the fans to post in the app and build and consolidate the fan community in a single destination. The new app will also enable fans to access the star's social handles (Facebook, Twitter, Instagram and You tube). "We are excited to announce our partnership with leading social media influencers in Thailand, one of the most advanced mobile markets in Asia. In 2017 Thailand mobile revenue from data will overtake voice, influenced by the phenomenal growth of smartphone apps. The most innovative social media influencers understand they need to be part of this trend and are building their own applications" said EscapeX CEO, Sephi Shapira.

Superstars: The latest breakthrough in fan engagement

An exciting, patented feature will transform how fans interact with their favorite star by giving them the option to boost their or their peers' comments to increase visibility and actually be seen by the star herself or himself. By turning recognition into virtual currency, the entire fan base can trade their earned or purchased in-app currency to promote themselves and others to the top of the comments feed and become Top Fans. The posts of the Top Fans are pinned thus enabling the Star to identify who the top fans are and reply to their comments.

Fan Feed: Power to the fans

A key feature in the Official App is the Fan Feed which enables subscribed users to post their own content and interact with other fans on the app on a deeper level. Fans can use their in app currency to boost each other's posts generating more fan-2-fan engagement and an even deeper sense of community. This also enables many fan clubs to unite at one particular destination.

Subscription Service

The subscribed fans enjoy the privileges of being able to access exclusive content, take part in contests and win mega prizes. The subscribed user also gets to post unlimited content on the fan feed.

About Gush Cloud

Gushcloud International, founded by Vincent Ha and Althea Lim, is a global influencer entertainment and marketing company that connects audiences and brands to creators through representation and management, brand strategy and activations, marketing services, media productions sales and distribution and signature events. Gushcloud currently has 9 operating offices in Singapore, Malaysia, Indonesia, Thailand, the Philippines, Vietnam, Korea, USA and recently Japan

said Gushcloud Entertainment CEO, Althea Lim, CEO Gush Cloud International (Entertainment Group)

About EscapeX

The Celebrity Official apps are developed by EscapeX, a New York tech firm producing white label apps for artists such as Bob Marley, Jeremy Renner, Marc Anthony, Enrique Iglesias, Agnez Mo, Ashley Tisdale, Sunny Leone, Remo D'Souza, Kajal Agarwal, Nargis Fakhri, Prilly Latuconsina, Ayu Ting Ting, Ravindra Jadeja, and 100 other celebrities. Founded in December 2014 by mobile and entertainment entrepreneurs, EscapeX has 70 team members working around the world with a mission to build a different engagement model; to reimagine social media where control is in the hands of creators, not platforms. Where those driving engagement are compensated, not the networks they use. Where communication is direct, no intermediaries. Where everyone can be seen.