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# Launchfire to Demo at Future Branches

**OTTAWA, ON** November 13, 2018 — Launchfire program designer, Romeo Maione, will be demoing Launchfire's digital transformation platform, Lemonade, next month at Future Branches in Austin Texas.

The conference runs from Dec 3-5th at the Hilton Austin, in Austin Texas. Maione will be demoing Lemonade at 2:50PM on Dec 3rd. Launchfire will also be exhibiting at the conference; visit booth #115 for more information about Lemonade and how the company helps financial institutions drive digital adoption.

Future Branches is the only conference that explores how leading financial institutions are revamping retail banking technology, retooling frontline associates, and creating the branch and retail banking experience of the future. The conference brings together senior financial services professionals responsible for retail banking technology, experience, and strategy.

For more information about the conference or to register, visit:

<https://futurebranches.wbresearch.com>

## Press Contact

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## ABOUT LAUNCHFIRE

Established in 1999, Launchfire helps banks, retailers and telcos drive adoption of their digital products and technology. We take a 360 degree approach to digital transformation, working with clients to engage, educate, and incentive behaviour changes — both internally and in consumer facing programs. For more information visit: [launchfire.com/digitaltransformation](http://launchfire.com/digitaltransformation)



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