



PikMobile®
It'sAllAboutTheStory

PikMobile® Announces In-App PikStore

*The “Instagram for Grownups” Offers World’s First In-App Digital Photo Store
Multi-Video and PikMobile Story Viewer Features Also Added*

NAPLES, FL & NEW YORK, NY-- SEPTEMBER 15, 2016 -- [PikMobile](#), the popular photo sharing app igniting the next evolution in mobile photo sharing and storytelling, today announced **PikStore**; the first-of-its-kind in-app photo store, at [Pepcom’s Holiday Spectacular East](#). The PikStore, available in October, is built into the ad-free, multi-image PikMobile app, providing one-click purchase of official photos and video from sporting events, concerts and celebrities to supercharge PikMobile Stories.

Daily more than 1.8 billion photos are shared each day via Snapchat, Instagram, and Flickr. In 2016, more than 90% of the 2.5 trillion photos shared or stored online are taken from a Smartphone, according to Deloitte. But no one has figured out a way create a photo “playlist” or an affordable way to share, buy, and sell photos directly from a smartphone.

“Fifteen years ago, iTunes revolutionized the organization of digital entertainment, starting with music, adding movies, TV, radio, books and then the eponymous App Store. The PikStore is akin to an iTunes for photos and videos,” said Scott Relf, co-founder and CEO of PikMobile. “We founded PikMobile to revolutionize mobile photography by developing an app that combines photo sharing with true storytelling: editing, captioning, blogging, comments, attribution, collaboration, search, discovery. What better way for Piksters to expand the story, then through official photos from popular brands.”

Just as in-app purchases fuel the mobile game market, PikMobile is tapping into the growing in-app purchase trend in *non-gaming* mobile apps; the \$50 billion spent on mobile apps in 2016 is expected to double by 2020, according to “The Statistics Portal.” The PikMobile PikStore will provide attribution, viewing permissions, watermarking and options for logos to be superimposed on the photos and video.

More on The PikMobile App: Multi-Video & PikMobile Story Viewer

More than two years in development before its launch in 2016, the PikMobile app offers a clean and creative way to tell the whole story in the moment or over time via multiple digital images that can be edited, captioned, and shared together as a ‘Story.’ There are no ads in the way or algorithms determining when or how pictures are displayed. Piksters can post and edit their stories in the moment or over time, opening some stories to all and keeping others private. Piksters follow other users, or just follow a specific Story of interest. Images can be reposted to other PikMobile storylines, with automatic attribution to the original photographer.

In addition to multi-images, a PikMobile Story can now feature multiple videos (up to 2 minutes long) or a mix of images and videos. PikMobile is the first app to give its users the option to automatically split long videos into a series of 2-minute segments so that they can post the whole story.

Available in October, PikMobile has also added a PikMobile Story Viewer so that stories can be viewed by non-Piksters, from any smartphone or PC. When a Pikster shares their PikMobile Story on Facebook and Twitter or via email or text message, it will include a link that takes the viewer to the new PikMobile Story Viewer to see the whole Story in PikMobile’s unique storytelling format.

The PikMobile PikStore will open for business in mid-October. Many images in the PikStore will be available for free; others will be priced from as little as 10 cents or up to \$10. Subscription packages will also be available.

About PikMobile, Inc.

PikMobile was founded in 2013 by executives with backgrounds in wireless telecom, software development, and consumer marketing. This is the second start-up for co-founder Scott Relf; in 2006 he co-founded Zave Networks, a mobile advertising platform acquired by Google in 2011. PikMobile is privately funded.

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