**Fact Sheet**

**Omlet Chat “Open Messaging”**

*- By leveraging the power of the phone and its social DNA, Omlet Chat will introduce the new “Open Messaging” experience to the global marketplace*

Media Contact: Jeff Lettes

jl.stratcomm@gmail.com

(408) 406-1161

**Created by:** **MobiSocial,** a Starup ‘in incubation’ @Stanford University StartX

**ASUS Chairman Jonney Shih**announced at the Consumer Electronics Show (CES) in Las Vegas on January 6 that**Omlet Chat**will be integrated as a native app for **ZenUI,**an innovative user interface exclusive to ASUS smart devices.

The first application to be hatched on the **Omlet Open Messaging Platform\*** — a new standard for messaging – **Omlet Chat is an over-the-top (OTT) messaging app** that enables consumers to share anything (text, images, files, video, music), with anyone, from any device (IOS or Android).

**'What's disruptive' about Omlet Chat?**

**Share anything** text, photos, GIFS, video, audio with anyone, on any phone, and save your data on any cloud service.  With Omlet Chat, your phone is now born social, and everyone in your contact list is now in your social network.

- One of the key features of Omlet Chat is the ability for **groups** to find, connect, and collaborate with one another regardless of what other networks they belong.

**Beyond a fun chat,** Omlet has the following features:

* **Social Hotspot.** Chats that are location-aware, event-aware, and subject-aware.  And with everything you need to express yourself -- images, audio, video, text, GIFs and apps.
* **Social Gallery.** Group-created albums that help you enjoy, reminisce, and engage with people long after the event is over.
* **App Integration.**The phone, with its socially-aware address book, email, calendars, is “Born to be Social”!
* **Open.** Open means sharing anything with any devices and on any cloud service providers.

**\* Open Messaging (& data choice) is** a cross-platform standard that eliminates the middleman – first-generation social networking platforms like Facebook and Twitter that are impeding the evolution of social networking – and empowers the phone, the consumer, and the new ecosystem of vendors that are committed to the new Open Messaging experience.