



## PRESS RELEASE

### **Chiive, All Your Friends, One Camera**

Chiive, a new service that automatically creates real-time photo galleries based on where you are and whom you're with, announced its launch today.

**SAN FRANCISCO, Calif. — April 26, 2010** — Chiive powers collaborative photo sharing using location and proximity to friends, eliminating the need to manually post or email photos.

"The concept is simple," said Design Director and Co-Founder Brandon Herring. "When you're out with friends start or join an event, snap a picture and everyone's pictures are automatically grouped into one gallery."

"Using Chiive, people will be able to store their personal digital memories and those of friends, with deep contextual relevance," added Chiive CEO and Co-Founder Michael Rivo. "It's less about checking-in and more about sharing once you're there."

Chiive is launching as an iPhone App and will be adding additional mobile platforms, a web application and a Facebook application in the coming months.

"We developed Chiive to capture our daily experiences by closing the gap between the virtual and the real world in a simple, organic way," said Technology Director and Co-Founder Arrel Gray. "Chiive knows who you actually hang out with and enables capturing those moments in a way you can save and share."

#### **About Chiive**

Chiive was founded in 2010 by Michael Rivo, Arrel Gray and Brandon Herring, the Partners of San Francisco-based interactive design firm 17FEET.

#### **About 17FEET**

17FEET develops award-winning mobile and web applications for a wide range of clients. 17FEET has won numerous design awards and was featured in the 2009 Communication Arts Interactive Annual. Visit [www.17FEET.com](http://www.17FEET.com) for more information.

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