FOR IMMEDIATE RELEASE

MEDIA CONTACT
Ross Q. Smith, Jigsaw CEO
Mobile: +1 (408) 781-8239
rossqsmith@jigsaw.info
REclarity Press Kit: **www.reclarity.net/press-kit**

Jigsaw Launches REclarity—the First Free Video Message Maker App for Real Estate Professionals

Jigsaw's New REclarity App enables Real Estate Professionals to easily create and share personalized, image-based Zoom and Point (ZAP) Video Messages that provide remarkably clear and precise communications with Clients, Colleagues and Contractors

San Francisco, CA
(Monday, August 3, 2015)

Jigsaw Informatics, Inc. ® ("Jigsaw") announced today that REclarity™, the first free Video Message Maker App for Real Estate Professionals, is now available on the App Store at **https://appsto.re/us/ZRj17.i**. An overview of REclarity, including a highlight video and REclarity examples may be viewed at **www.REclarity.net**. Jigsaw will demonstrate REclarity at the 2015 Inman Connect Real Estate Technology Conference in San Francisco, CA, August 4 – 7, 2015 (in Startup Alley Booth S28-- see **www.inman.com/inman-connect-sf-15/**).

![REclarity™ logo — Video Message Maker for Real Estate Professionals]

![QR code — www.REclarity.net]

www.REclarity.net

Optimized for Apple iPhones, iPads and iPod touch mobile devices running iOS 7 or later, REclarity's simple user interface is designed for real estate professionals of all backgrounds allowing them to stop typing and start talking to change how they communicate with clients and each other. Unlike slideshow apps, REclarity includes Jigsaw's patent-pending Zoom and Point™ (ZAP) technology that enables users to intuitively interact with their images to highlight and clarify important details. With REclarity, users can create a personalized ZAP Video with up to 12 images that is two minutes long, which is ideal for a video preview of a listing or vacancy, or providing detailed directions to a contractor or colleague. REclarity also allows users to easily add a background music track to the ZAP Videos they create for a more polished effect.
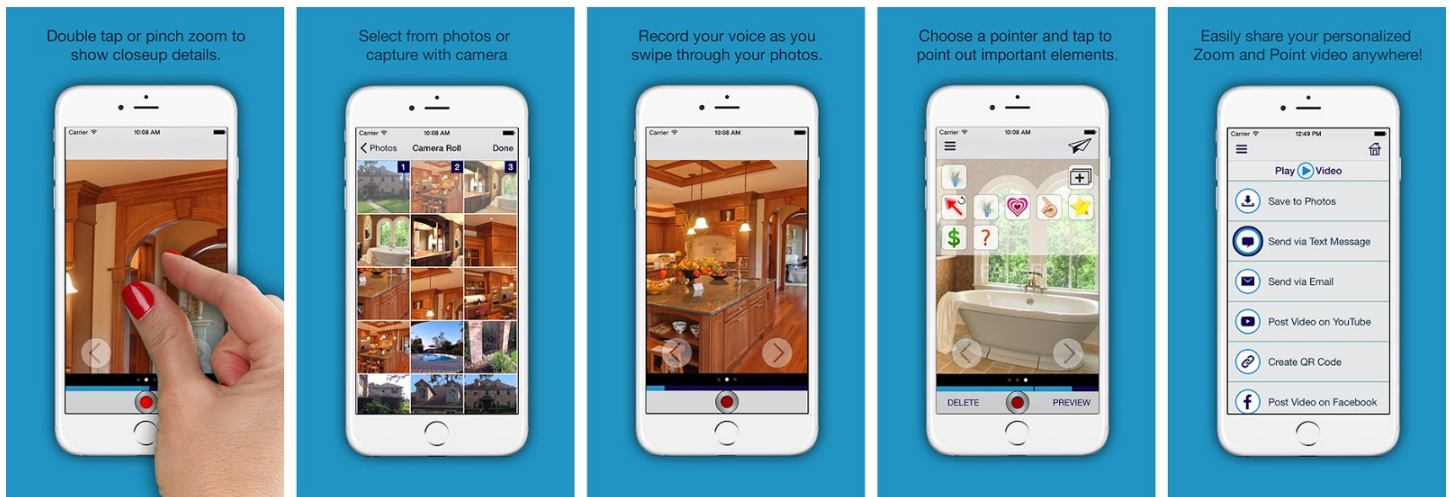
"We worked with brokers, agents, property managers, contractors and other pros in the real estate industry while we were designing REclarity, since they frequently communicate with images and have all found that attaching images to emails and texts is tedious, error prone and often quite ambiguous," said Ross Q. Smith, Jigsaw Co-founder and CEO. "With REclarity, real estate pros can now stop typing and start talking… and quickly create ZAP Videos that clearly convey their intent and meaning better than any other communications medium. The remarkable clarity and personal nature of ZAP Videos is perfect for engaging a client with a tailored video about a property they've been seeking, showcasing a commercial, rental or vacation property, providing detailed instructions on closing documents, creating a video punch list before or after occupancy, or highlighting items that need repair. The realtors and contractors with whom we've worked have all expressed that REclarity will be a big aid to them and others in their profession."

About ZAP Videos and REclarity

Creating detailed text messages and emails with attached images on mobile devices is tedious, subject to autocorrect errors and often results in ambiguous messages that often require follow-up messages. Using REclarity, real estate pros simply select or take pictures on their mobile device and then, at their convenience, record a personalized ZAP Video

message while narrating and interacting with their photos using familiar touchscreen gestures (i.e., swiping, zooming and pointing). When finished, the user has created a personalized ZAP Video message that combines their photos, voice narration and gestures that precisely conveys their intent or direction better than other communications methods.

REclarity users can save their ZAP Video messages locally and they may directly share them by text or email or via Facebook, YouTube, WhatsApp, Vimeo, Twitter, Dropbox, Facebook Messenger, Google+, Google Drive or "open in app." With REclarity, encoding occurs locally, so internet connections are not required for message creation. Also, with REclarity, users retain control over their content, which avoids privacy issues associated with many content creation apps.

The free version of REclarity supports videos with three (3) images (from camera or photo library) and a thirty (30) second duration. REclarity also supports In-App Purchases for more images (12) and longer duration (120 seconds), as well as removal of the REclarity Signature Page and Watermark. REclarity also includes support for background music tracks and the ability to open REclarity directly from popular photo editing apps.

Vertical Market, Private Label Apps and Pingz

REclarity is Jigsaw's first "vertical market" app, which brings the power of Jigsaw's patent-pending ZAP 2.0 technology and ease-of-use to specific markets where improved communications between users, customers, clients and colleagues has significant value. Private label versions of REclarity—which include client company branding and specific app features tailored to meet client company's needs are also available for companies and organizations enrolled in the Apple Volume Purchase Program (VPP). Companies interested in licensing a private label version of REclarity should send email to info@jigsaw.info. ZAP 2.0 technology is also employed in Pingz™, Jigsaw's image-based Video Maker App for consumers. Information on Pingz is available at www.pingzapp.com.

About Jigsaw

Jigsaw Informatics is a Silicon Valley startup founded by seasoned tech pioneers whose mission is to help mobile device users solve information problems through app-specific tools and clever accessories. Free apps available from Jigsaw today on the App Store include ConnectQR™ QR code creation app and Pingz and ZapVM apps for image-based, Zoom and Point (ZAP) video message creation and sharing, which enable mobile device users to create and share integrated, multimedia messages that document important aspects of life, whether business or personal, serious or fun, practical or entertaining. For more info please visit www.jigsaw.info.

###