



FOR IMMEDIATE RELEASE

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Jigsaw Informatics Launches “Use ZapVM to Change How You Communicate (#CHYC) with Your Family” Summer 2014 Contest

Contest enables users to win valuable prizes for showing how ZapVM’s unique visual messages help family and friends communicate with unprecedented clarity, precision and emotion, while celebrating the newly released ZapVM Version 1.1.1.

SANTA CLARA, CA (Thursday, July 17, 2014) – [Jigsaw Informatics, Inc.™](http://www.jigsaw.info) (“Jigsaw”), today announced the start of a new contest that encourages current and new users to showcase how they use ZapVM™ to improve their communications with their family members and friends. The “Use ZapVM to Change How You Communicate (#CHYC) with Your Family” Summer 2014 Contest runs through Friday, 18AUG2014.

The contest features a \$500 prize for the first place Zap Video (submitted by an eligible entrant). The official rules for the contest, including details on the first, second and third prizes and the contest entry form are available at www.jigsaw.info/contests/zapvmfamilycontest1. Example Zap Videos that show how users are using ZapVM to better communicate with their children, spouses, relatives and friends may be viewed on YouTube at <http://goo.gl/NsDXMh>.

“Communicating effectively and expediently with your kids, parents, in-laws, friends and everyone else in your extended family these days can be quite challenging,” said Ross Q. Smith, Jigsaw co-founder and CEO. “Emoticons do not convey human emotions very well, video is challenging to shoot in realtime, and context and clarity are hard to capture in emails or texts with images. ZapVM allows you to view, manipulate and narrate over your images—the way you would if your spouse or kid were standing next to you. The net result is a short video that is incredibly clear and easy to understand, which you can text, email, share directly or via Zap Link on social media with your family, friends, colleagues and customers.”

The Contest is being featured by a number of leading bloggers who focus on parenting and family related topics:

- The Shopping Mama (www.theshoppingmama.com)
- Mom Chronicles (www.momchronicles.com)
- Sweet T Makes Three (www.sweettmakesthree.com)
- 247 Moms (www.247moms.com)
- Jenn's Blah Blah Blog (www.jennsblahblahblog.com)



**Use ZapVM To #CHYC
With Your Family
Contest Webpage**



**Use ZapVM To #CHYC
With Your Family
Example Zap Videos**



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About ZapVM—“the Video Message Maker”

Available on the [iTunes App Store](#) or by visiting www.getzap.com, ZapVM allows iOS 7 users to create and share uniquely coherent video messages that combine photos, voice, graphics and touchscreen gestures to give direction, make a short presentation or tell an illustrated, narrated story while highlighting important details. Jigsaw recently launched ZapVM Version 1.1.1, which contains significant ease of use enhancements and a number of new features requested by users-- including dissolve transitions and video segments. A good example of how the new features enhance Zap Videos may be viewed at www.danaherbalmarket.com. Numerous other examples of Zap Videos for dozens of different applications may be viewed at www.zapvm.com. ZapVM V1.1.1 also works with Jigsaw’s companion app, ConnectQR™, which provides an easy and immediate way to create QR Codes from Zap Links™ or other URLs. ConnectQR is also available on the iTunes App Store at <https://itunes.apple.com/us/app/connectqr/id878381906?mt=8>.



About Jigsaw Informatics

Jigsaw Informatics is a Silicon Valley-based startup founded by seasoned technology pioneers whose mission is to enable people to easily use their mobile devices to solve information problems through small, application-specific tools and clever accessories. ZapVM—the Video Message Maker is the first product from Jigsaw and lays the foundation for future products that enable users to create, edit and share integrated, mixed multimedia messages that document important things in life, whether they are business or personal, serious or fun, practical or entertaining. For more info on Jigsaw, please visit www.jigsaw.info.

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