



555 Bryant Street #349, Palo Alto, CA 95051 • www.jigsaw.info • +1 (408) 969-0221 • info@jigsaw.info

FOR IMMEDIATE RELEASE

MEDIA CONTACT

Ross Q. Smith, Jigsaw CEO

Mobile: +1 (408) 781-8239

rossqsmith@jigsaw.info

Pingz Press Kit: www.pingzapp.com/press-kit

New Pingz Free Mobile App Enables Quick and Easy Image-Based, Zoom and Point Video Message Creation and Sharing

Pingz enables mobile device users to intuitively interact with their photos to easily create and share image-based zoom and point personal video messages that provide remarkable clarity, precision and emotion

Palo Alto, CA (Monday, February 16, 2015)

Jigsaw Informatics, Inc.® (“Jigsaw”), today announced that its new, free mobile app, Pingz™, is now available on the App Store (www.appstore.com/pingz). Featuring an extremely intuitive user interface that makes creating and sharing image-based video messages easy and fun on both smartphones and tablets, Pingz includes Jigsaw’s patent-pending Zoom and Point™ (ZAP) technology that enables users to interact with their images and the most popular features found in ZapVM®, Jigsaw’s first image-based video message creation app.



www.appstore.com/pingz

“Our experience with ZapVM showed that image-based ZAP videos are a powerful alternative to text messages and emails with attached images, which are tedious to create and often ambiguous-- which can lead to a lot of apologies and amusement on the interweb,” said Ross Q. Smith, Jigsaw Co-founder and CEO. “ZAP video messages combine user’s photos, voice and gestures to convey emotion and clarity better than other media for many users. Now, with Pingz and its extremely intuitive user interface, users can finally stop typing and start talking, which we believe will change how users communicate with their friends, family and colleagues.”

“Users loved the image-based video output from ZapVM, but its feature set was somewhat challenging for a broad audience to learn quickly,” said Beth Arnesen, Pingz Product Manager at Jigsaw. “As an impatient and indecisive 20-something, it’s been my experience that customization and personalization options must be balanced with simplicity and ease of use. This balance has been a key requirement which evolved into a core feature of Pingz. We started this project with a focus on intuitive user interfaces, so now users can very easily create image-based ZAP video messages that are more personal than alternative message formats.”

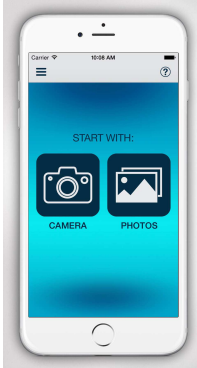



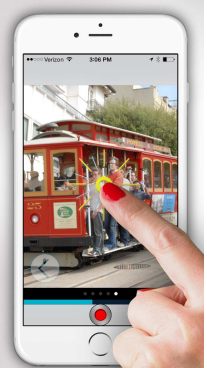
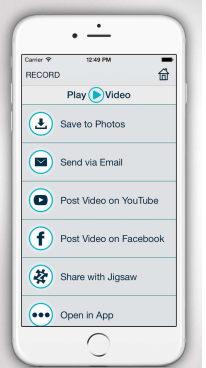
About Pingz

Available on the App Store (www.appstore.com/pingz), Pingz is a free app that allows iOS 7 or iOS 8 users to easily create and share image-based, ZAP video messages that combine their photos, voice and touchscreen gestures. With Pingz, users interact with their images to easily create personalized video messages that give direction, make a short presentation or tell an illustrated, narrated story while highlighting important details; and users can then directly share those videos via text or email, social media, video sharing or “open in app.” Pingz is ideal for creating and sharing personal, playful, practical and professional video messages, examples of which may be viewed at www.pingzapp.com or www.youtube.com/c/pingzapp. The free version of Pingz supports 3 images (from camera or photo library) and



555 Bryant Street #349, Palo Alto, CA 95051 • www.jigsaw.info • +1 (408) 969-0221 • info@jigsaw.info

video lengths of up to 30 seconds. Pingz also supports In-App Purchases for more images (9), longer recordings (90 seconds) and removal of the Pingz watermark.

<p>Load images from your photo library or use your camera and then go right to Record or Pause to Organize.</p> 	<p>Easily Organize your images: Add, Delete, Sort and/or Rotate.</p> 	<p>Record your video message as you swipe through your photos.</p> 	<p>Zoom in to highlight details.</p> 	<p>Use the Live Pointer to make a key point. Change pointers to change the mood.</p> 	<p>Share your video message directly via text, email or social media.</p> 
--	---	---	--	---	--

“Pingz is not only great for personal video messages, it’s also ideal for enhancing marketing efforts and business related communications,” said Frank Madren, Jigsaw Advisory Board member. “With Pingz, sellers on eBay can, within minutes, easily go beyond dry, static ads to make their listings stand out with a descriptive video message. The same is now true for a wide range of business professionals-- Pingz enables easy and better communications between realtors and clients, customers and suppliers, marketing and engineering, etc., all of whom can benefit from the clarity and conciseness and ease of use of Pingz video messages.”

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, all of 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.

###

Pingz, the Pingz logo, ConnectQR, the ConnectQR logo, “Stop Typing, Start Talking”, “Zoom and Point” and “Change How You Communicate”, are trademarks and Jigsaw Informatics, the Jigsaw and ZapVM logos and “You’ve Been Zapped” are registered trademarks of Jigsaw Informatics, Inc. All Rights reserved. All other trademarks are the property of their respective owners.