

# ekko

## Press Kit

### Ekko for iOS

Requires: iOS 14+ | Price: Free

Website: [www.ekko.pics](http://www.ekko.pics)

App Store: <https://apps.apple.com/app/id1539512364>

## What is Ekko?

Ekko is an iOS 14 photo widget with a difference. Ekko is a shared digital photo frame that lives on your home screen. A little portal into your phone that your friends and family can control, so you can enjoy an ever-changing stream of your favourite moments.

Posting a photo to an Ekko 'stream' will automatically deliver that photo to the homescreens of all members of that stream, silently updating their ekko widget for them to discover the picture as they interact with their phones throughout the day.

Creating Ekko streams is easy and joining is as simple as clicking a URL. Whether it's endearing pictures with your family, cute pictures with a partner, or nostalgic photos with your friends, Ekko is a great way to passively share moments with people you care about.

Pictures in a stream remain until they are replaced, or 24 hours, whichever is later. Viewing the Ekko app you can easily see all pictures posted to your streams in the past 24 hours, as well as letting a poster know you enjoyed their photo with liking and commenting.

Optionally 'Gift wrapping' a photo allows it to remain wrapped and hidden until it has been opened. Users will discover a new present waiting for them on their home screen and they can tap it to enter the Ekko app and discover what it is.

## **Business Model**

Ekko is free to use for all users. For users that want a little more they can upgrade to 'premium' which allows them to post to multiple ekko streams at once, and create ekko groups that hold up to 30 members (4 is the limit for groups owned by 'free' members).

## **Links**

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## **Questions?**

Contact the Ekko team at [info@ekko.pics](mailto:info@ekko.pics)