

PRESS RELEASE

REMEMBLE



FIRST EVER INTEGRATED MEDIA STORAGE AND SHARING PLATFORM LAUNCHED

New Social Website Empowers People To Create And Share Digital Memories

London, October 3, 2007. An online service that empowers members to create, view, enhance, share and even co-create digital memories has been launched today.

Rememblem enables users to collect and store digital data -- membles -- online from a range of different devices such as pc's, digital cameras and mobile phones, through an online facility that offers limitless memory storage space. Examples of membles are text messages, emails, images or video clips.

Many web users feel overwhelmed by the sheer number of files they collect and produce every day, and find it impossible to manage them across a variety of web sites and devices.

Gavin O'Carroll, *Rememblem* founder explained: "*Rememblem* is a helping hand to those of us suffering from too much digital junk that we can't bring ourselves to throw away. Put it on *Rememblem* and use it to tell the story of your life."

O'Carroll added, "*Rememblem* is an easy place to put stuff you'd like to keep even if you don't know exactly why."

This new innovative concept also automatically sorts 'membles' into chronological order, creating a timeline of information, key events and memories. This can be further personalised by creating labels to ensure that specific information or images relating to events and activities can be easily found.

“Imagine a clothesline on the web that stretches as far as you can see” added Gavin O’Carroll. “Now imagine a service that automatically hangs all your digital valuables in calendar order. That’s *Rememble*.”

Due to the social nature of shared memories, *Rememble* also offers an interactive facility, allowing a network of users to co-create narratives using individual membles from groups of friends. This added function allows members to circulate and share a large amount of digital data within a totally secure environment that can also be further enhanced by the addition of further membles from members, such as images and comments from a family wedding or holiday.

Rememble has already undergone stringent consumer trials among 500 beta testers and has been positively received. As a result of this feedback the service has been tweaked around user needs.

“It’s such a relief to have a place to put your digital stuff” says Paul McGeoch, one of Rememble’s 500 beta testers. “It’s really given me a new way to tell the story of my life.”

An ad-supported basic account is free available. To sign up to a free trial account go to www.rememble.com. Subscription is offered at £4.50 per month for an ad-free full-featured service and £9.50 per month for a pro account.

If you’d like more information about this topic and download images please visit www.rememble.com/press or call Gavin O’Carroll 078 09 375 312.

Notes to Editors

Rememble was developed using funding from the National Endowment for Science Technology and the Arts (NESTA): <http://www.nesta.org.uk/>.

Rememble founder Gavin O’Carroll is a Creative Pioneer at National Endowment for Science, Technology and the Arts (NESTA). He is also a speaker on emerging digital trends – speaking most recently at ICA’s The Club - Creative Network London. O’Carroll, originally from Armagh, Northern Ireland, graduated with Distinction from MA Interactive Media at the London College of Communication in 2003.

MakeMode, the parent company of Rememble, was established in July 2006 with the key objective of designing innovative online platforms to enable people at

every age and stage to do things they couldn't do before:
<http://www.makemode.co.uk/>.

Buffalo are MakeMode's technical partner for Rememble. Buffalo are a web development company with one distinct goal - to produce beautiful products that leave an impact on the user. They provide design, development and consultancy for web-based projects: www.builtbybuffalo.com/.

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<http://www.rememble.com/press>

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