

Giga Entertainment Media (GEM) Launches Major National Marketing Campaign to Introduce SUPER "SELFEO" App

Four Corners of the Nation to Be Host to High Profile Summer Events to "Immerse and Engage" Users

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LAKE SUCCESS, N.Y.--([BUSINESS WIRE](#))--Giga Entertainment Media ("[GEM](#)"), the leading social media technology company, has announced it will launch SUPER SELFEO, version 2.0, the next generation of its enormously successful [SELFEO](#) app, in multiple iterations in succession over the next few weeks.

SUPER SELFEO is the most immersive, engaging, multitasking and user-friendly communication viewing and sharing experience ever developed for any digital device.

The new version includes the "Vortex," which brings dozens of new creative productivity actions, plus over 100 enhancements, improvements and functionality. Vortex is the first two-way immersive, interactive and engaging live streaming platform which focuses sharing thoughts, likes and visual opinions on anything or everything. Live-streaming rich content from ball games and concerts while immersing yourself into the content is a quantum leap in Social Media Platforms.

GEM has combined SUPER SELFEO in an intimate and unique partnership with Major League Sports and Music Entertainment to realize the corporate vision designed at the outset.

GEM's relationship with MLB, the NFL and major concert venues is projected to increase SELFEO downloads exponentially. This year's campaign includes sports broadcasting networks and individual player participation, in conjunction with synergistic advertising, promotions, branding, contests and year-round digital campaigns. Sports and music celebs will be sharing Selfeos with their tens of millions of fans at the games and on stage while performing, simultaneously chatting, sharing and emoting.

"The ramifications of the new features and upgrades to SUPER SELFEO allows users to immerse and engage in literally endless communications on any topic at any time," said Jarret Streiner, CEO, Giga Entertainment Media.

New partnerships with KC Royals and Seattle Mariners extends reach

GEM announced that it has initiated multi-year partnerships with the Kansas City Royals and the Seattle Mariners.

“We are proud to partner with two of Major League Baseball premier teams, the Royals and the Mariners, to continue the expansion of the growing popularity of SELFEO among sports and entertainment fans in Kansas City and Seattle,” said Streiner. “Working with ANC Sports Marketing, a division of signage and technology company ANC, enabled us to create turnkey partnerships inclusive of broadcast and in-venue exposure, as well as promotional assets with both teams.”

“We’re excited to partner with an innovative company like Giga Entertainment Media. Royals fans will enjoy sharing their experiences as they engage with SELFEO,” said Mike Bucek, Vice President of Marketing & Business Development for the Royals.

Fans will engage with SELFEO at various App/iBeacon integrations. Engagement will include presenting sponsorship of proximity notifications, app logo icon, app banner and ballpark check-in while watching dynamic video.

“Mariners fans have access to a lot of digital information. SELFEO provides them with a way to organize social media, stream video and engage with other fans all on one screen. Using SELFEO has the potential to enhance the fans’ game experience at Safeco Field,” said Kevin Martinez, Seattle Mariners Vice President of Marketing.

GEM also enjoys major promotional tie-ins with the MLB’s Boston Red Sox, the NFL’s Jacksonville Jaguars and NASCAR’S Bubba Wallace.

iHeart Radio and Major Live Music Concerts to drive summer promotions

GEM is partnering with iHeart Radio to reach its 75 million daily devoted listeners. In a nationwide contest, SUPER SELFEO app users will be invited to make a 20-second SUPER SELFEO. iHeart Radio will announce winners each day through the end of summer, with free tickets to Drake’s Summer Sixteen Tour. Drake, the popular Canadian rapper, singer, songwriter, record producer and actor, is set to headline the Summer Sixteen Tour, with rapper Future to promote his latest album and mixtape. SUPER SELFEO ads will be featured daily.

In addition, GEM and its SUPER SELFEO app is in the process of closing a major nationwide concert deal with the largest LIVE music provider.

The new SUPER SELFEO app is designed to become a global neural network. Users will be able to share with any fans or group of fans, creating a virtual limitless engagement.

700,000 downloads to date and surging

“In the first quarter of 2016 there were 20,000 downloads, and now approximately 700,000,” Streiner said. “These summer promotions, along with our previously announced partnerships, has created a vortex that will pull in more and more users.”

About Giga Entertainment Media

Giga Entertainment Media (GEM) is a multi-media technology company that provides unique interactive viewing and communications enhancement features, such as existing live programming, VOD and movie lineups, to consumers on the Internet as well as private labeling to brands, content providers and content aggregators and their subscribers.

GEM'S most recent technological breakthrough on its dynamic game-changing platform allows real-time access to the entire web and associated video library, which includes substantial cable programming through voice recognition and user-friendly swiping viewed in an optimal personalized digital experience. GEM's advanced technology allows multitasking, simultasking and the entire range of interactive social network applications all at the same time on one device.

With its **GIGANETTV Brand** consumer-friendly entertainment service, GEM allows the transmission and receipt of up to *30 simultaneous* content streams, enabling the user to control the viewing and communications interfaces in real time by adjusting the size and location of viewing windows. On a single site, consumers can access live broadcasts, movies, social networks, games, applications, web search, email, text, blog, join single or multiple live personal or group chats, conference, Skype, play video games and record -- all in HD on simultaneous multiple PIP (picture-in-picture) expandable, shrinkable and movable floating screens. Users are also offered buy-now options with an advanced programming guide, scrolling, newsfeeds and alerts.

Follow SELFEO:

Facebook: <http://www.facebook.com/selfeo>

Instagram: <http://www.instagram.com/selfeo>

Twitter: http://www.twitter.com/selfeo_app

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