

## **Giga Entertainment Media (GEM) Releases Next Generation of Selfeo™ with Vastly Increased Functionality**

### **Selfeo 2.0 Includes Dozens of New Enhancements for Total Visual Immersion Quantum Leap in Social Media Platforms**

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LAKE SUCCESS, N.Y.--(BUSINESS WIRE)--Innovative social media technology company Giga Entertainment Media (“GEM”) has announced that the release of Selfeo, version 2.0, the next generation of its enormously successful Selfeo mobile app, is now available for download on Apple iOS devices via the App Store, with a version 2.0 for Android devices coming soon as well.

Selfeo is one of the most immersive, engaging, and user-friendly communication viewing and sharing experiences available for today's mobile devices.

Selfeo 2.0 maintains many of the signature features of the earlier 1.0 version, like multitasking and "picture in picture" technology, but boasts many exciting new functions, including:

- Customizing the layout of your Selfeo with many ready-to-use templates to complement the content and produce a visually pleasing Selfeo.
- Choosing your content and customizing it with ease. Find a video from our library or upload straight from your device, then customize as you wish.
- Learning what's trending daily. Explore the hottest Selfeos, video clips, keywords and creators. The options are endless.
- The ability to connect to other users with a revamped follow/unfollow feature, and the ability to like posts and Selfeos created by other users, opening powerful communication channels that enhance the social media experience.

These state-of-the-art features, among many others in the new Selfeo 2.0, energize and optimize the way that people share, express and argue their thoughts and opinions with one another.

According to Eddie Huey, GEM Chief Technical Officer, “We went directly to our existing user base and listened to their feedback. Along with behavioral analysis, we identified and constructed functionality that continues to be alluring and increases the retention of engagement. A lot of critical thinking went into synthesizing the new feature set. We want this to be the home for emotional and immersive, user-generated content. Cisco’s recent figures

forecast three times the amount of video traffic usage in the next few years. We're capitalizing on that trend, by providing a social platform for influencers to create compelling content and for consumers to have a heightened experience."

<http://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>

Huey adds "Selfeo's technology creates an easy and fun way for users to immerse their own video commentary into any video content they choose, and instantly share the combined "Selfeo" with the world. Our users can create Selfeos built around anything and everything, from footage of live events like sports or concerts, to online episodes of popular TV shows or the hottest viral video clips trending on social media. The app is designed specifically to meet the demands and needs of our core audience, significantly enhancing the viewing and collaboration experience for them. The valuation in the world of social media is primarily based on the rate of growth of installs and activity. GEM's Selfeo technology is positioned strategically to capitalize on the all-in video shift in social media. We've hit a nerve in the millennial segment."

Selfeo launched in 2016, obtaining 20,000 user downloads during Q1 and approaching 500,000 downloads by the end of Q2 in 2016. Selfeo has also reached milestones in the App Store, at one point achieving the #1 ranking under Multitasking, #3 in Social Media and #10 in the overall App Store rankings.

**[Download Selfeo 2.0 Here](#)**

### **About Giga Entertainment Media**

Giga Entertainment Media (GEM) is an innovative media and entertainment technology company dedicated to taking the ordinary mobile screen viewing experience and making it extraordinary. Finding content is easy. But at GEM we know people watching content on their mobile devices want more. More interaction with friends. More integration with social media. More opportunities to multitask. And more is what we give them, through our innovative, interactive multi-screen mobile applications, available for free on all current-generation Apple and Android mobile devices. GEM's 21<sup>st</sup> century approach to mobile video content starts with its multi-screen, multitasking Viewer platform, and users wanting a deeper dive into the social viewing experience can immerse themselves with Selfeo. More ways to interact with content means more ways to engage with each other, and we have more exciting ideas on the way. At GEM, we're just getting started.

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

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