



MY WOW MEMORIES
TOGETHER • CREATE • SHARE

MyWow

Press Release

“My Wow Memories is the best new Social Media App on the market”

“#1 Photo & Video App on the App Store!”

“If you want a Photo & Video App, then My Wow Memories is for you!”

“The must have Photo & Video App!”



My Wow Press Release

FOR IMMEDIATE RELEASE

Quickly Turn Photos and Videos into a Custom Movie with new iOS App My Wow

(DATE) – For every life moment such as a camping trip, wedding, and so forth, people capture hundreds of photos and videos with their phone. The challenge comes later – sorting, selecting and sharing that huge mass of media. A new iPhone app called My Wow promises to harness and organize all those individual pics and vids into one easy-to-share custom movie – all in less than 5 minutes and without any video editing experience or additional software. The app is free to use as a full-feature demo version, with watermarks on the final output.

My Wow is the only mobile movie editing app designed specifically with easy sharing and social media in mind. The app has two modes, “Wow Me” and “Wow Us.” With Wow Me, users can create a highlight reel from their own saved media and instantly share their new movie. Operating in Wow Us mode allows each individual on a group trip to automatically forward their media to a cloud-based shared folder so everyone else on the trip can access and quickly create highlight reels.

To start, users select the start and end period and length of their movie, from 15 seconds to one minute. My Wow will pull video and pictures from the user’s camera roll to create the first cut. Users can select the soundtrack from a pre-existing library of music or import their own tunes. The app automatically creates effects and cutting on the beat to generate an amazing professional-quality looking highlight reel in just seconds.

“The amount of video and photos a person takes during a trip can be so overwhelming,” said My Wow CEO Trey Howard. “But with My Wow, you can efficiently organize all of it and make a cool, professional looking video in just minutes. All your memories can be easily shared with friends and family, and best of all – shared events can effortlessly be turned into shared video reels to enjoy for years to come. No other app on the market makes it as quick and easy.”

See how fast memories can become movies with My Wow – available only at the App Store for iOS or from <https://mywowmemories.com>.

Let Us Know What You Think!

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directly to this document.

