



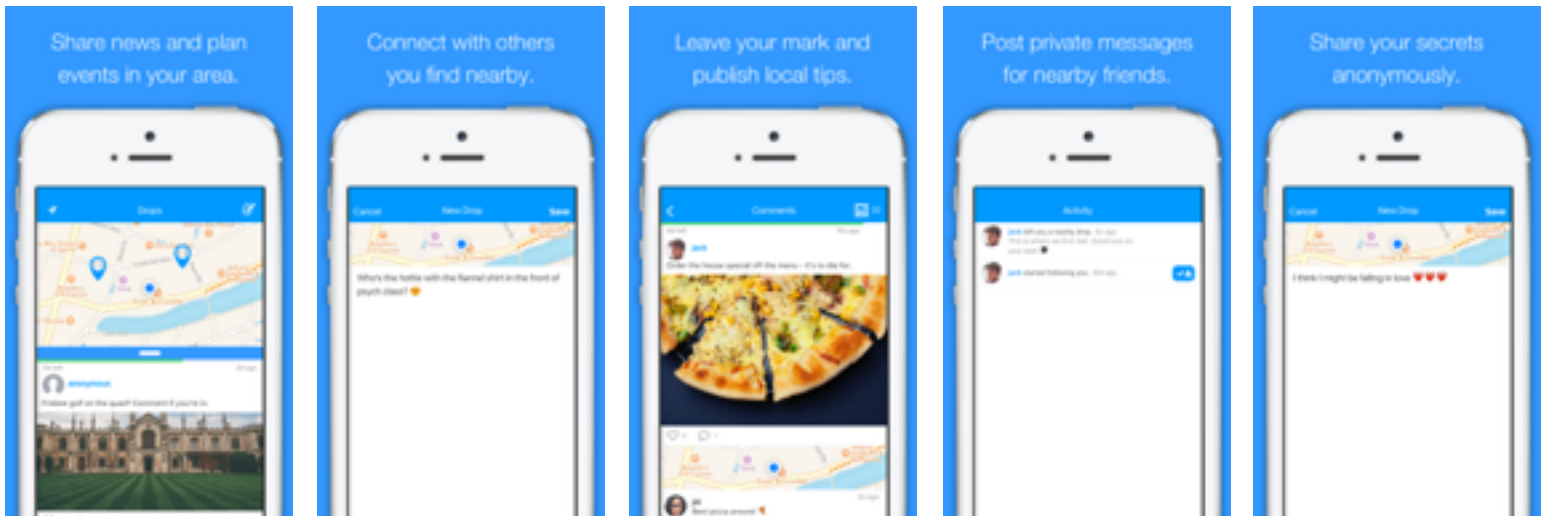
dropdrop

FOR IMMEDIATE RELEASE:

Introducing dropdrop, an app that will change the way we communicate locally
New app to create and discover messages and photos at your current location is now available for iOS devices

WORLDWIDE - May 19th, 2016 - Available today, *dropdrop* (<http://dropdrop.it>), a new iPhone app, lets you leave drops where you travel for others to discover. A drop is a message or photo placed at a specific location in the real world. Missed that cute stranger on the train platform? Leave an anonymous drop for them to find when they return. Want to plan a pickup game in your area? Create a drop, set its size to your neighborhood, and see who responds. Have something to sell that you need picked up? Take a photo, leave a drop that covers a reasonable driving distance, and anyone in range will see your listing. New to the area and need some local tips? Look for drops around you for ideas.

You determine the size of the drop, its duration, and who can see it. Don't want anyone to know who left it? Spend stamps and leave an anonymous drop. Everything on *dropdrop* is centered around location, so drops are relevant and timely. Drops don't last forever, so the conversation stays fresh.



When creating a drop, it's placed exactly at your current location. You can set drops to cover the size of a room, a building, a neighborhood, or a city. Drops can be set to last between one day and 60 days. After that, the drop is gone forever. You can also select from a list of your friends so that the drop is only visible to them. When a friend approaches the edge of a drop, they'll receive a notification on their phone that a drop is in their immediate vicinity. Drops can also be left anonymously by spending stamps (currency that can be rewarded or purchased in the app).

dropdrop is available for free on the Apple App Store worldwide today (<https://itunes.apple.com/app/id1084919075>). An Android version will be released over the summer.

Please visit <http://dropdrop.it> for more information.

dropdrop was developed by Six Overground, a digital agency based in Asbury Park, NJ.

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