



FOR IMMEDIATE RELEASE
November 16, 2015

FOR MORE INFORMATION

Ashlee Burnam
850-332-8015
ashlee@wimage.co

New mobile app takes 'emojis' further

Veteran owned tech-startup shines light on how we communicate

FORT WALTON BEACH, FL – Wimage, a mobile app that turns your words into images, just released their brand new platform in the iTunes store. The Michigan-based company emphasizes the movement of today's visually driven culture and is designed to give anyone the ability to create.

The concept of Wimage is simple but the process makes the experience almost addictive. Through text or voice input, your ideas instantly turn into icons. Using a database of 150,000+ graphics, quickly filter through options using touch features (double-tap) or conveniently switch back to text (press and hold).

"Wimage is about inspiring people to think outside the box of emojis. They are popular, but only scratch the surface," said Michael Hyacinthe, CEO and founder of Wimage. "We knew there was a better way to visualize feelings or a story. Wimage does just that. We've put the user completely in charge so that it's more relatable to their life and environment. We make communication more vivid and enjoyable, and it doesn't take any extra effort or time."

After selecting your final icons/text, Wimage transfers them to an art board equipped with key editing tools, including options to: upload background photos from your device, toggle and control layers, adjust colors, resize and rotate, clone and add new icons/text. Touch features work with the art board as well, making it easy to turn your ideas into a work of art.

The new Wimage app is free and now available to download on iOS devices through the iTunes store. (Direct iTunes link: bit.ly/wimageapp)

About Wimage:

Wimage aims to change how the world communicates. Through our technology, people can easily create and share ideas. The app provides a unique and fun experience, while also promoting critical thinking skills. Anyone can be an artist with Wimage, no matter a person's age or natural creativity.

Wimage was founded by U.S. Navy veteran, Michael Hyacinthe, who started the non-profit organization Fashion Has Heart - a program that pairs wounded war heroes with graphic artists to help share their stories. Michael saw the positive impact it had and recognized a similar outlet should be available to anyone, anywhere.

Wimage recently added an office in Fort Walton Beach, FL upon being selected to participate in a 12-week accelerator program through Venture Hive. For more about Wimage or how we can partner with your business, visit our website at www.wimage.co.

###