

Update converts iPhone into storytelling tool

App matches site's feature set for full storytelling experience

PITCH - MyAlbum converts your [#iPhone](#) into powerful [#storytelling](#) tool with full blown album creation and editing features.

Today the new and updated app is [available in iTunes](#) for free. The app features the full MyAlbum feature set converting it from a companion to the [site](#), into a standalone storytelling app.

This update was timed for spring when users venture outside again. Content is created and shared on the go. Current apps limit users to quick status updates and loose snapshots. MyAlbum lets you share a complete story including photos, videos and text with your friends.

Storytelling is not about a quick status update with some snapshots. MyAlbum redefines storytelling with this app!

— Dave van der Veen, iOS developer

Roadmap

Unlike other Storytelling products, MyAlbum offers the user a multi platform solution to create and enjoy stories anywhere. With 'content creation' being covered by this update, MyAlbum can now focus on 'content enjoyment' on other Apple devices. The iPad version of the app will be next in line followed by a brand new Apple TV-app over summer.

Fast but versatile

Ease of use is a key element in MyAlbum's proposition. Photos and videos are turned into beautiful albums in a matter of minutes. On the other hand, the high level of customization offers a versatile platform for both [personal use](#) as [businesses](#)

Details

This update converts your iPhone into a powerful storytelling tool. Just like the desktop site, users can now change album layouts, add text, background colors and more:

- Edit the layout with drag & drop
- Edit the shape of all items
- Edit the cover photo
- Add photos and videos
- Add text to tell your story

- Add background colors
- Create folders
- Upload with multi select

The app features the same drag and drop interface users have learnt to love on the site.

 MyAlbum - Visual Storytelling on the App Store [Visit site](#)



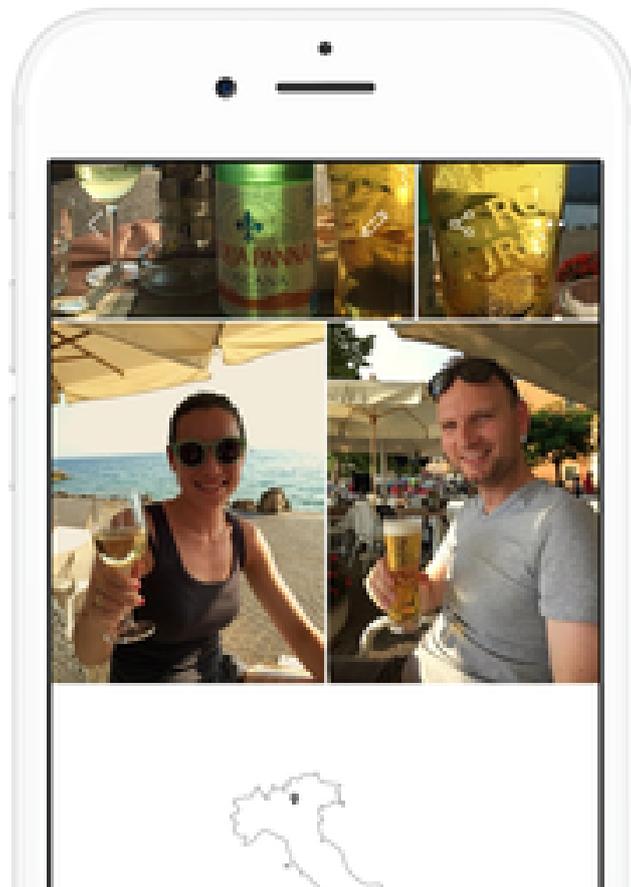
Photos & Videos

*Combine photos and videos into
beautiful albums*



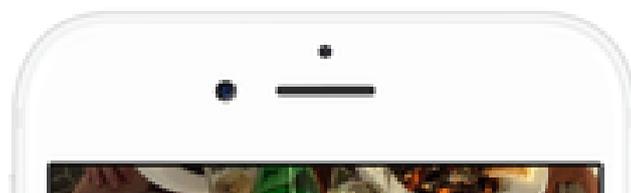
Smart & Easy

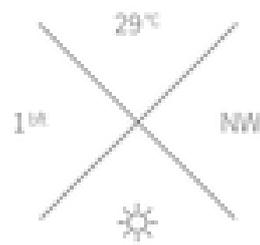
*Smart algorithms help you create
beautiful albums easily*



Edit & Enrich

*Customize your album to
match your style*





RELAXING AT LAKE GARDA

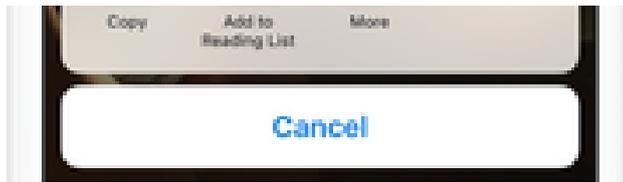
Following a long day of driving we were happy to relax on the shores of



Private

*Everything is private
until you share it*





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ABOUT MYALBUM - VISUAL STORYTELLING

Our Story

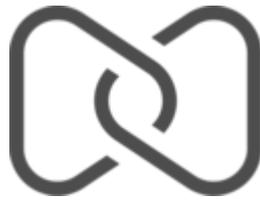
Happiness comes from the things you do and experience. We want to help you keep a hold of this happiness so you can continue to enjoy it. This is why we created MyAlbum, a way to easily turn your stories into smart beautiful albums so you can continue to enjoy them

The product

Turn your photos and videos into beautiful albums. Continue to enjoy them at any time on any device.

The team

The MyAlbum team is a close knit team of 14 young professionals with a love for photography and design. We are passionate about empowering people with innovative technology which helps them create beautiful visual stories. Seeing all these beautiful creations really excites us and inspires us to keep on improving.



MyAlbum - Visual Storytellingnewsroom