

"More than a Selfie" social media campaign launches March 8 to celebrate International Women's Day



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Prynt, maker of the first-ever photo-printing phone case, is proud to announce its "More than a Selfie" social media campaign in honor of International Women's Day on March 8, 2016.

During the month of March, Prynt has asked prominent women in music, fashion and technology to share why they're #MorethanaSelfie on social media, many of them using Prynt's new photo-printing technology that prints photos with digital content inside. Their goal is to celebrate womankind with this visual collective story.

When you scroll through Instagram, how many selfies do you see on your feed or explore tab? In ads, on magazine covers, in our everyday language, perception of women is shaped by our image, first and foremost. But we're so much more, we all have stories and personalities that can't be relayed in a selfie, like Prynt photos, which have a story inside each one as well.

— Prynt marketing manager Suzanne Souva, who created the campaign

The "More than a Selfie" campaign plays off the video technology inside of Prynt photos. While the Prynt

Case does print any picture like a classic Polaroid, the Prynt app also embeds a video of the moment the photo was taken inside of each photo. Any smartphone with the Prynt app can reveal the hidden video.

The Prynt team is also celebrating a major upgrade to the app, which is available now [on the App Store](#) and on [Google Play](#). This update includes better power management and print quality as well as the ability to order more Prynt paper from anywhere in the world.

Follow #MorethanaSelfie or @Prynt for inspirational posts and photos from women participating in the campaign throughout the month, and contribute yours to be included. Prynt's goal is to help to tell the collective story celebrating womankind.

More information on Prynt is available at www.prynt.co

ABOUT PRYNT

Prynt reimagines the way we share digital content in the physical world. Bringing together advanced technology and chic, stylish hardware, Prynt creates products that facilitate brand new modes of communication and inspire the imagination. The company's first product, the Prynt Case, was announced in January 2015 with over \$1.5 million in funding raised via Kickstarter. The Prynt Case is now shipping and available for purchase. Based in San Francisco, the company was cofounded by Clément Perrot and David Zhang. Visit www.pryntcases.com to learn more.



Pryntnewsroom