



Spotsselfie

MEDIA KIT

Included:

Boilerplate

Launch press release

General FAQs

Leadership bios & headshots

High resolution logos

User interface images

Media Inquiries: Spotsselfie@relativity.ventures

WWW.SPOTSELFIEAPP.COM

BOILERPLATE

About Spotselkie:

Spotselkie™ is an innovative augmented reality social app that allows users to post virtual objects, pictures, videos, virtual stickers, and other digital material geotagged to locations around the globe. Created specifically for live social interaction, this patented technology allows other users on the app to view the posted content in AR via their own phones, as they walk throughout the digital landscape simultaneously. These posts promote user engagement, with fun social interactions that subsequently take place in the real world, allowing people to connect with others faster and with more physical interaction than they normally would using traditional social media platforms. Spotselkie™ is available for iPhone and Android.

Learn more at: <http://www.spotselkieapp.com/>



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LAUNCH RELEASE

Spotselfie™ Announces New Patent and New urMojo™ Feature For Augmented Reality Social Application, Giving Users Total Control to Create Their Own Social Networks

New feature disrupts social media industry, giving control back to users by allowing them to cultivate their own personalized social networks within the app, based on responses to a questionnaire

New York, NY (February 18, 2021) — Spotselfie™, the first Augmented Reality (AR) social application with its unique patented technology, announced today that it has been granted a patent for technology included in its urMojo feature to add to part of its portfolio of social media patents. The Spotselfie app gives power back to users to create safe, trustworthy social networks and communities on social media. The new urMojo feature enables Spotselfie users unprecedented ease and user interface for connecting with people who share similar interests while controlling who can see, find, and interact with their content.

Everything in the Spotselfie app is now controlled by each user's mojo, which means that every piece of content, each profile that a user finds and interacts with, every feed channel in either AR or the traditional feed (including Following, Near Me, and Discover) is controlled through each user's own mojo.

Social media continues to be increasingly popular, with over 3.6B users worldwide, but with this popularity comes safety and privacy concerns as well as a lack of interactive communities based on similar interests. With the Spotselfie app's urMojo feature, users can have more control by answering 16 questions about individual traits, preferences, intentions, personality, and interests. The Spotselfie interface then provides the user with a list of other users in order of how they match up using a percentage.

As each of the 16 questions has 6 answer choices, the app has the ability to create over 2.8 trillion different mojos, each customized exactly to users' interests and content preferences. For quick reference, users can view other users' mojos based on 16 color shades, which are featured in an image on the user's profile.

In order to create distinctive, trustworthy communities, users can also set any of the 16 questions to "must match," which turns the social network into a custom network just for that user. This gives power back to the users to control their social footprint, because if a user answers a question using "must match," only other people who answered that same question exactly as they did can see the original user's profile and content. The urMojo feature can also remove specific subject matter from appearing in a user's social feed through the "must match" option, giving the user further control. Users can utilize this option to completely remove certain types of content from their view, such as sports-related content or political-related content.

Overall, this feature, along with other privacy measures, gives users the opportunity to manage who is seeing their content, as well as what content they see themselves, while still meeting new people outside of their inner circles.

The urMojo feature also encourages users to break out of their comfort zones and connect with individuals from around the world based on similarities or differences. In addition, some users may want to connect with individuals based on similar interests, other users may want to connect based on different interests or areas of curiosity. This means that if a user currently lives a sedentary lifestyle but wants to become more active, they can set the filter to find active people whose lifestyles they'd like to emulate, to motivate them to become more active and adventurous as well.

“With so much information and content out in the world right now, Spotselvie’s urMojo feature enables users to create a custom augmented reality social network tailored to their specific interests,” said Ray Shingler, Co-Founder and Director of Product Development for Spotselvie. “We are proud to be able to provide a social network that gives the power back to the end users on what they want to see, how their own content is distributed within the social network, and ultimately provide them with more creative control over the communities they cultivate.”

The Spotselvie app offers various other privacy features allowing users to control who can see their content. Users can decide the visibility of their posts by choosing to post to the public (anyone on Spotselvie), followers (only those who follow you), friends (followers who you follow back), current location (only those within a certain radius of post), or private (visible to only you).

The Spotselvie app will be available for download in Spring 2021. For more information, visit <http://www.spotselvieapp.com/>.

GENERAL FAQS

Q: What is Spotselvie?

A: Spotselvie™ is the first and only patented augmented reality social network that allows users to post pictures, videos, stickers and other digital material geotagged to locations across the country, helping them move cyber interactions to the real world.

Q: What is an Augmented Reality Social Patent?

A: This patent ensures that Spotselvie™ is the only app in the U.S. that can create augmented reality powered social experiences that enhance an individual's personal worldview with computer-generated perceptual information.

Q: How does Augmented Reality change the way people connect?

A: Augmented Reality takes digital social engagement to the next level by getting people out together in public places, walking through the digital social landscape that is floating around them to meet new people and interact with one another. This is what is missing in other social media platforms, where people just scroll aimlessly in linear social feeds and remain isolated by themselves while doing so.

Q: How does the Augmented Reality feature work?

A: To post social content in augmented reality, users will tap the “new post” button that will allow them to tag and post at their current location. This will also bring them back to the augmented reality view where they will be able to see their newly placed content. Users can also decide the visibility of their post: They can choose to either set the post to public, followers (only those who follow the user), Friends (followers that the user follows back), current location (only those within a certain radius of post), or private (visible to only the user).

Q: How is the app different from other social networking sites?

A: The augmented reality technology allows users to showcase their personalities, search for users based on personality types, and meet new people in an organic manner. Posts on Spotselvie™ promote user engagement, with social interactions that take place in the real world, allowing people to connect with others faster and with more physical interaction than they normally would using traditional social media platforms.

Q: What audiences will this app benefit?

A: Spotselvie™ was originally launched at colleges and universities in order to foster social interaction between students that were unacquainted. However, with the new global platform, the app can be now used all over the world to connect in real time with those around them and people on other continents.

Q: How do I inquire about the app?

A: General inquiries about the app can be sent to hello@spotselvieapp.com

GENERAL FAQS

Q: What are the other features of the app?

Main Feed: Within the main feed, Spotselvie users will be able to filter what content they would like to view. Users can filter this content by categories, such as “Following” or “Near Me,” where users will only be able to see content posted within a certain radius of them. Users can then comment, share, and view other users’ profiles.

My Profile: Users will be able to create and edit their profiles. On this page, the user can then change their profile picture, name, username (if available), as well as add a website/link and a bio, which is limited to 80 characters.

urMojo: The Spotselvie app gives power back to users to create safe, trustworthy social networks and communities on social media. The new urMojo feature enables Spotselvie users unprecedented ease and user interface for connecting with people who share similar interests while controlling who can see, find, and interact with their content. Users will have the opportunity to answer 16 questions in order to be matched with users who have similar interests. Tapping the magnifying glass at the top of the code editor screen will open a list of matches based on the user’s answers to the 16 questions. The list is laid out in descending order, with the top account(s) being the closest match. The exact percentage of each match is always provided.

AR Stickers: Tapping on the “place” button at the bottom of the “New Sticker” screen will place a sticker in the user’s current location. This will also bring them back to the AR View where they will be able to see their newly placed content. Users can also change the visibility/placement of the sticker, as well as decide if they want to link the sticker to their profile. If this setting is active, other users will be able to tap on the sticker in the AR View which will direct them to the original placers’ profile.

GENERAL FAQS

AR View: To actually view Spotselves, users must assure they are on the “Spotselfie” filter located at the top. Placing a new Spotselfie is done by tapping the photo or video icon. A user can then decide the visibility of their post (AR world and feed) by tapping the arrow next to the current visibility setting. This will open the “Visibility Options” screen where the user can choose to either set the post to public (Anyone on Spotselfie), Followers (Only those who follow you), Friends (followers that you follow back), current location (only those within certain radius of post), or private (visible to only you).

Inbox: Here, users can view notifications for several interactions:

- Whenever the user receives a like on a post
- Whenever the user receives a comment on a post
- Whenever someone follows the user
- Whenever a Friend creates a new post (someone who you follow that follows you)
- =Whenever someone mentions the user in a post
- Whenever someone mentions the user in a comment
- Whenever someone likes a comment the user has left on a post

Explore Page: The “Explore” page is made up of two tabs: Trending and Near Me. When the slider is on the “Trending” tab, the screen is populated with a gallery of posts currently thriving on Spotselfie. If a user swipes left on the screen, they will switch over to the “Near Me” tab. This screen shows a list of accounts near the user.

Profiles in AR: To actually view Profiles, users must assure they are on the “Users” filter located at the top. Here, user’s profile pictures will be floating above their heads (mobile devices) similar to spotselves. Users can filter through these profiles by using the slider located above the navigation bar. From the start, the slider will be set to a 0% match, which means every profile within the location will be visible.

GENERAL FAQS: SAFETY AND CONTENT

Q: What is Spotselvie™ doing to prevent negative/inappropriate images from being posted in the app?

A: Each post of a photo or video has a button to flag inappropriate content to any number of moderators at Spotselvie™

Q: What is Spotselvie™ doing to prevent inappropriate comments from being posted in the app?

A: Each comment associated with a picture or video can also be flagged inappropriate as well by using the “Provide Details here...” space for the end user to type in exactly where the issue is within the post (picture or comment) and the username of the flagged person involved.

Q: What is Spotselvie™ doing to prevent predators from stalking and harassing?

A: Block User - A user can block any other user(s) from seeing them and interacting with their content within the Spotselvie™ app. Frequent Inappropriate Content Flags - associated to a single user can prompt removal from the app and permanent exclusion. We can start to develop a pattern of unacceptable behavior tied to a single user before it can escalate into a more serious situation.

LEADERSHIP BIOS

Lee Milazzo, Co-Founder, CEO & CFO

Lee Milazzo is a Co-Founder, CEO & CFO of Spotsselfie, the first patented augmented reality social platform that allows users to post virtual objects and social content geotagged to locations around the world. Lee is an experienced entrepreneur and innovator, who has a vision for the future of AR technology, and how it offers an entirely new marketplace and experience with limitless opportunity in cyberspace advertising.

Lee's background in mechanical engineering/systems has inspired him to deliver innovative, solution-based products to the marketplace, and holds several patents that extend into multiple other business arenas, including the metal container industry and general manufacturing.

Prior to creating Flying Eye Reality, LLC, which is the parent company of Spotsselfie, Lee started his career growing a small, domestic family business, PERM Machine, into a thriving international company, which currently offers its production equipment in more than 100 countries. In 2011, U.S. Senator Richard Lugar presented Lee with The Exporter of the Year award for the State of Indiana, as well as the U.S. Department of Commerce Award for Excellence in Exporting.

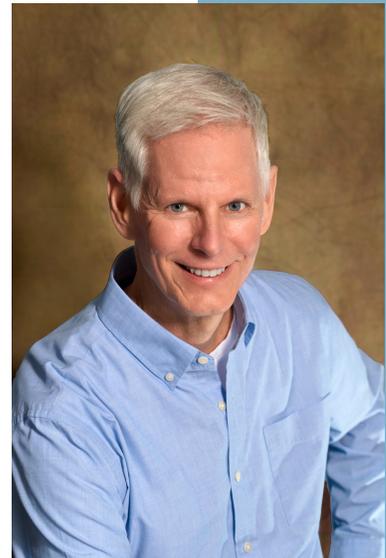


Ray Shingler, Co-Founder and Director of Product Development

Ray Shingler is a Co-Founder and Director of Product Development for Spotsselfie, the first patented augmented reality social platform that allows users to post virtual objects and social content geotagged to locations across the country. Ray has over 25 years of experience and numerous awards in developing digital solutions for online and mobile products, microsites for educational and commercial content, social networking sites, and video games.

Ray specializes in digital product development with an emphasis on creative direction, management and gamification. He has a proven track record in producing, managing, and launching digital environments for Fortune 500 companies such as Intel, Cisco, HP, and IBM in both the B2B and B2C markets.

At Spotsselfie, he manages each project through every phase of development, including creative vision and concept development, design development, production, and quality assurance, advancing the app's USP: Allowing people to connect with others faster and with more physical interaction than they normally would using traditional social media platforms. In addition to developing Spotsselfie, Ray has worked at HAI Studios, Click Bug Studios, ON24 Inc., and United Business Media.



Eduardo Moreno, Co-Founder and Chief Technology Officer

Eduardo Moreno is a Co-Founder and Chief Technology Officer at Spotselfie, the first patented augmented reality social platform that allows users to post virtual objects and social content geotagged to locations across the country. Eduardo is an expert PHP, JavaScript, CSS, and HTML developer, who specializes in the design and development of custom web and mobile applications with MySQL or MS SQL Server databases and Linux or Windows server hosting.

With 30+ years of software development experience and over 100 projects completed, Eduardo has helped organizations such as Cisco, Dell, EMC, HP, IBM, and Microsoft promote specific products and product lines by designing and developing engaging and interactive demonstration websites and games.

In addition to developing Spotselfie, Eduardo is a Web Developer at UNIFIED Global. He previously worked as a Software Architect at Reaction Stream LLC and Director of Technology Integration at United Business Media. Eduardo received his B.Sc. in Computer Science from the University of Illinois.

Steve Tomory, Co-Founder and Chief Information Officer

Steve Tomory is a Co-Founder and Chief Information Officer at Spotselfie, the first patented augmented reality social platform that allows users to post virtual objects and social content geotagged to locations across the country. Steve is an experienced engineer with over 18 years of success in crafting IT solutions.

Apart from engineering the technology behind Spotselfie, Steven serves as a founding partner of Golden Tech, a leader in custom programming which has helped to create workflow efficiency within healthcare, law firms, financial, construction and more.

In addition to engineering Spotselfie, Steven acts as the Board Chair for the Visiting Nurse Association of Porter County, where he has been an active member for over 10 years. Steve began his career as an engineer at Bethlehem Steel where he earned the prestigious Six Sigma Black Belt and grew his experience as a tech developer. He graduated from Purdue University.



Holly Piazza, Chief Administrative Officer

Holly Piazza is the Chief Administrative Officer at Flying Eye Reality, LLC, the parent company of Spotselvie. Spotselvie is the first patented augmented reality social platform, which allows users to post virtual objects and social content geotagged to locations around the world.

With over 20 years of administrative experience, Holly has been awarded numerous accolades for her dedication and exemplary performance. Holly prides herself on providing her clients with superior customer service and strives for high standards.

In addition to her role for Flying Eye Reality, LLC, she is currently the client services manager for PERM Machine & Tool Co. Holly handles all the domestic accounts, logistics, and purchasing for this thriving equipment supplier in the niche industry of metal containers.

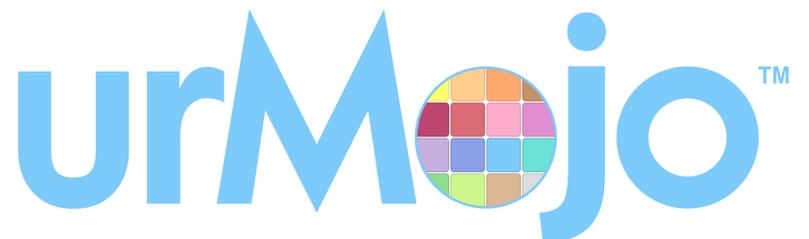
Holly's previous experience extends to many facets of professionalism, from her role in the accounting department of a major Chicago based law firm, to a business manager for a local publication of the Chicago Sun Times, which all provided a vast level of knowledge and experience.



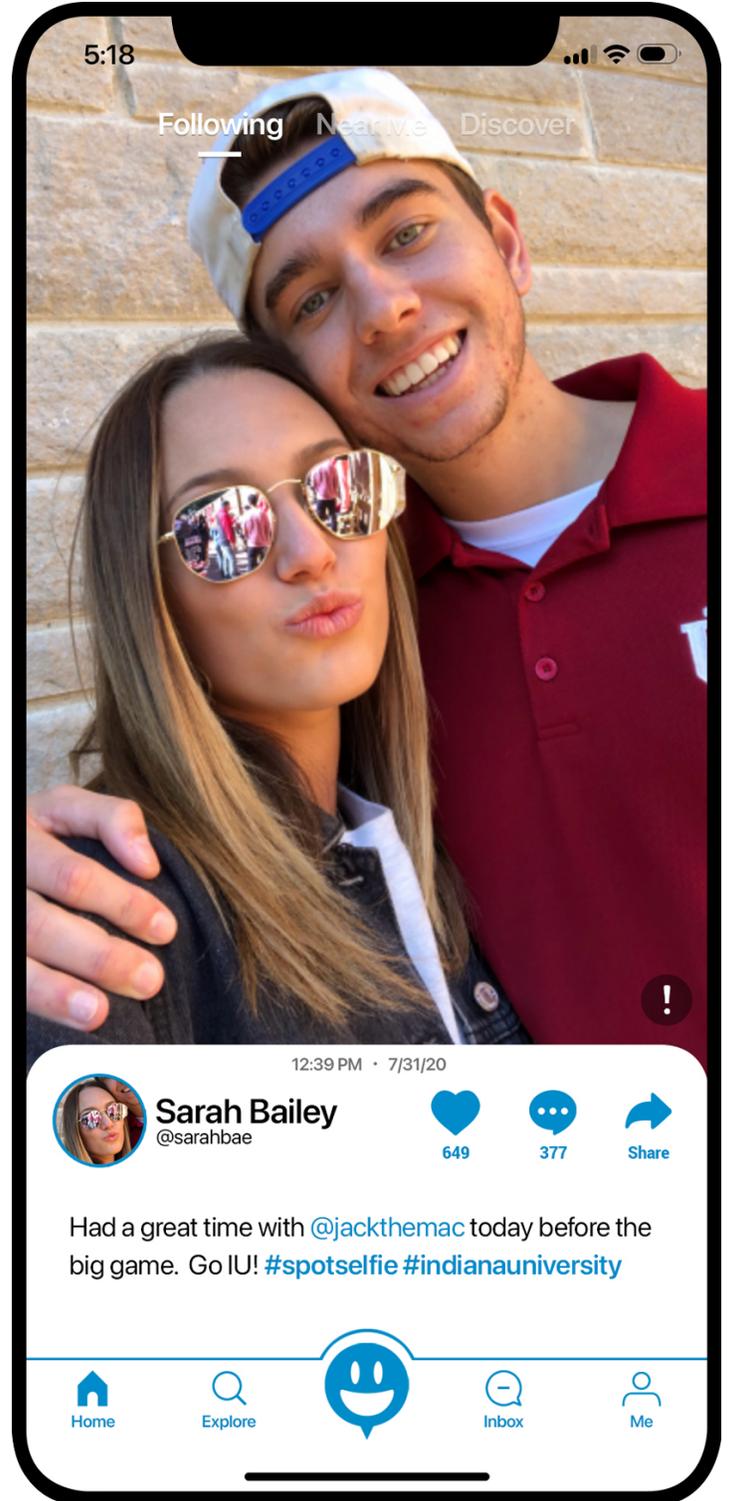
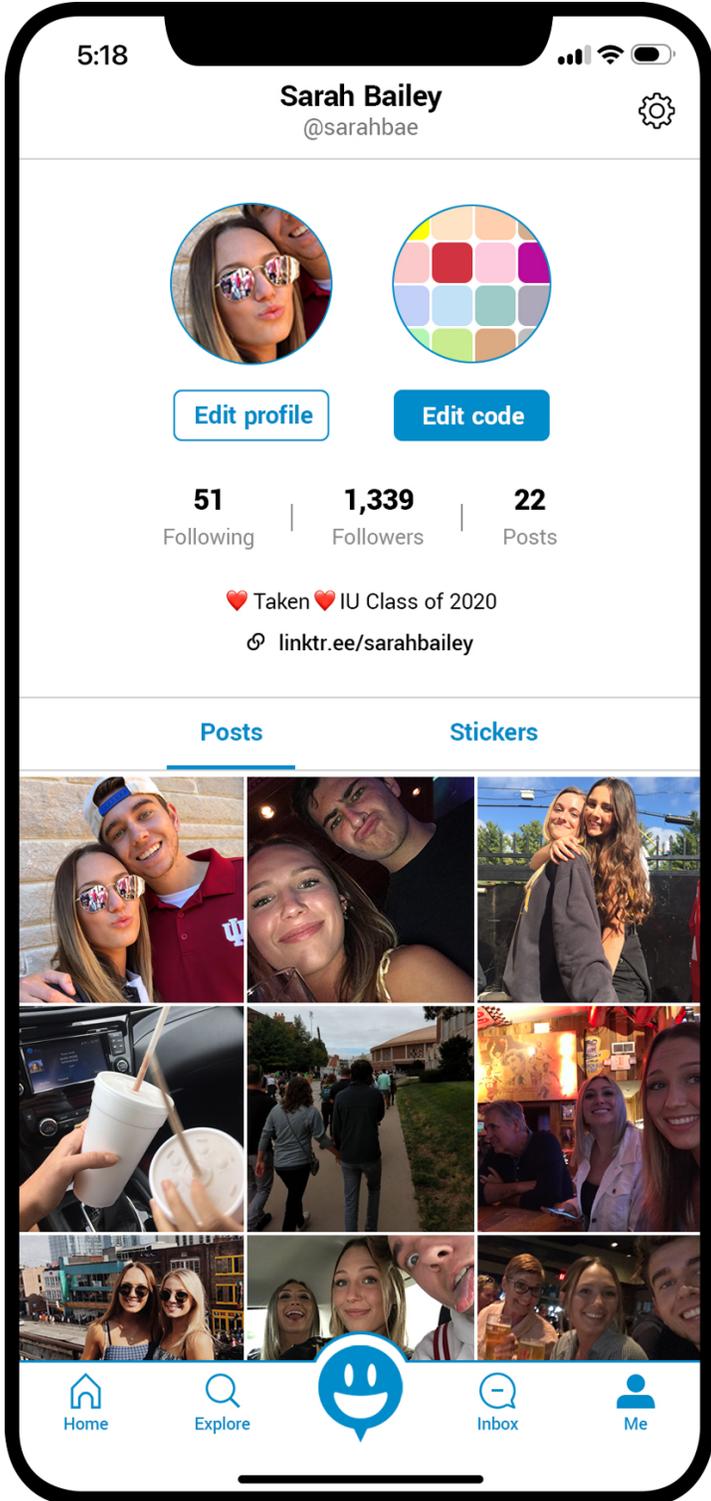
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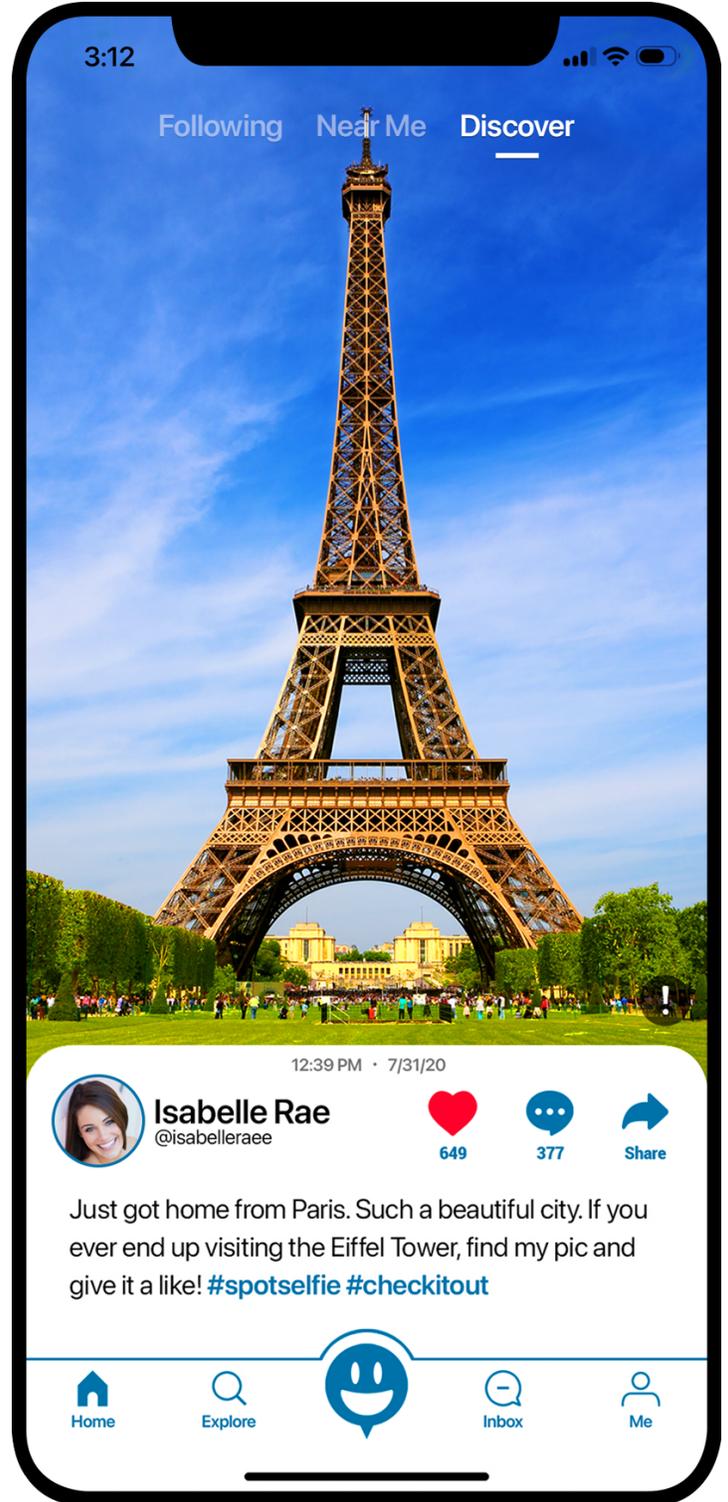
Spotsselfie™



USER INTERFACE IMAGES



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USER INTERFACE IMAGES

