

## A new and exciting app to see what's happening around you.

Thursday 25 February, 2016

### For Immediate Release

The experiences you have, the people you meet and the friends you make shape you. A new app called 'Blast' has been launched that enables you to extend your life experiences through the eyes of people around you. Blast was created out of the simple question - "What's happening around me, right now?". Whether it's a nearby party, a local concert or just a simple selfie, Blast allows you to experience the world through the eyes of others, instantly.

With Blast you can take a photo or a short video and share it instantly with everyone in your area. Your photo or video - dubbed a 'Moment' can be viewed in real-time by anyone close to you – even if they don't follow you. Users can tap or swipe to get an almost unlimited number of new moments that have been taken around them. If you like what you see you can follow a particular user to always receive their Blasts. It's even possible to send a photo/video reply back to someone to strike up a conversation – and maybe a new friendship.

Blast redefines content discovery with its unique 'Blast Radius'. Every moment taken on Blast starts at it's epicentre and expands like an explosion. The more engaging your moment is, the further the Blast travels and the more people that get to experience your moment. Blast is viral, quick paced and limitless.

Jonathan Thirkill, Blast Founder describes the inspiration behind the app: *"Blast was created out of the intrigue of wanting to know what's happening around you at this very moment. This is particularly true when you visit a new city and want to easily explore and find like-minded people. Blast is like having your own personal tour guide in your pocket - it's really interesting."*

For businesses, Blast provides a powerful platform to showcase their brand and engage a local audience in real time. Location information gives brands useful and actionable insight into audience response, allowing them to tailor their campaigns in the most captivating way possible. The fast paced speed of Blast – with moments been posted around the clock – also provides a great vehicle for viral marketing, as images and videos can immediately gain traction in their original location, and expand their reach as the 'Blast radius' increases, and they gain a bigger audience.

Since the app has been launched, its been met with positive feedback by users who have enjoyed the refreshing perspective it gives on photo sharing. As the team behind the app describes, *"we've had some really positive feedback since launching Blast. So far we're seeing over 60% of users returning weekly as Blast is highly addictive – People are intrigued to see if there are any new moments, especially when you visit a new place like a bar, new city, music festival or just out with friends."*

You can find out more about Blast at [www.getblast.co](http://www.getblast.co) or search "Get Blast" on the Apple App Store. An Android app is coming soon.

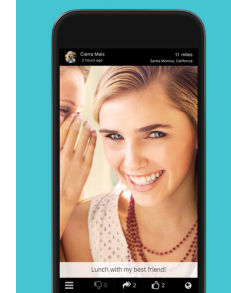
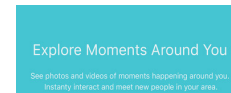
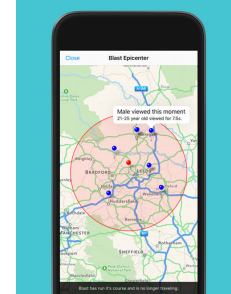
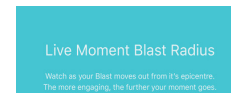
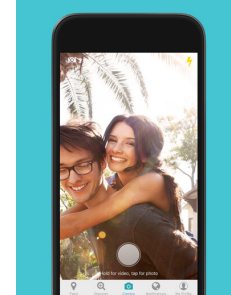
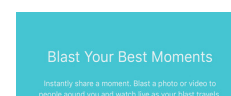
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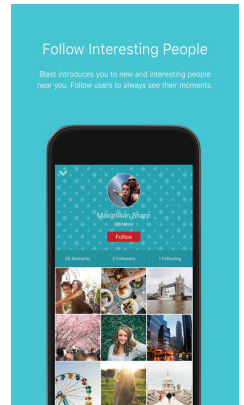
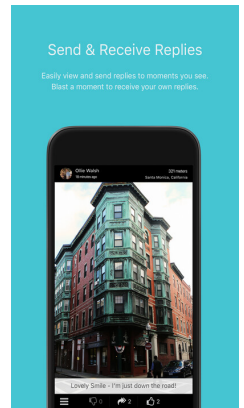
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