Wisper CEO Htet Tayza to Set a New Benchmark in Ephemeral Apps

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Wisper is the ultimate application for connecting with others and sharing moments through ephemeral messaging and timeline updates.

June 8, 2015 (SINGAPORE) – Wisper, an app that allows users to share moments in a more interactive way through ephemeral messaging and timeline posts, officially released its free app on the Apple App store on April 28, 2015. The Android version is currently under development and will be available in two months.

Wisper was envisioned in recognition of how a preference for ephemeral content has grown and how sharing glimpses into our day-to-day lives has become an embedded part of our communication. With Wisper, moments from the most ordinary to ones that happen once in a lifetime are captured and shared in a renewed way, made more playful, lighthearted, and userfriendly.

Wisper enables users to send messages made quirky with stickers, audio notes, and also photos and videos that can be enhanced by your personalized text and sketches –all of which vanish 25 seconds after they have been read or viewed by the recipient. Users can also post on Wisper's very own 'Lyfe', where they can share glimpses of their daily lives – Lyfe's content disappears after 24 hours.

Wisper believes in cherishing moments – as the startup's motto goes "the best things in life don't last forever". Through Lyfe, glimpses of the here and now are shared and viewable to all personal Wisper contacts. All Lyfe's content is most recent and embraces the very present – capturing the sentiment of priceless moments throughout the day.

Sets of localized sticker collections that cater towards languages of Southeast Asia and the West – in Thai, Burmese, Bahasa Indonesia, etc. – along with universal stickers, have been added to Wisper's growing in-app Sticker Studio to bring more fun and humour to exchanges and sharing on Wisper.

Co-Founder and CEO of Wisper, Htet Tayza said, "Wisper provides a fun, carefree space for our users to engage in conversation and share freely without having to worry about their digital footprints. We want to treasure moments, express individuality, share with spontaneity and confidence. Everything is current with realtime thoughts and content."

"Wispers are suddenly made more valuable now that they come and go like precious moments do in life", continued CoFounder and COO of Wisper, Yarzar Zaw. "The whole idea of the app revolves around the pure essence of daily face-to-face communication within time. Everything I say can be forgotten and everything you show can be missed if I don't pay attention."

Begin cherishing moments with Wisper today, download Wisper from the Apple App store: https://appsto.re/ch/9LyY6.i

About Wisper:

Wisper was created as a playful, interactive ephemeral social messaging application to connect, cherish moments, communicate and share freely. For more information, visit www.wisperme.com or follow @wispercrew on Twitter and fb.com/wispermessenger on Facebook.

CEO Htet Tayza, a Myanmar national and entrepreneur at heart, established Wisper during his university days at École hôtelière de Lausanne, from which he will soon graduate; COO Yarzar Zaw, who holds a master's degree in animation, is currently stationed in Myanmar turning his storytelling daydreams into reality. The young team has created a new and playful way to share moments and connect with fellow kindred souls in the community and beyond. Catch Wisper at tech conferences EnterConf in Belfast and RISE Alpha in Hong Kong within these coming months.

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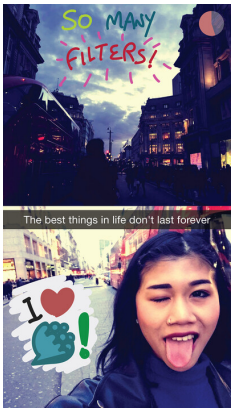






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