

YO! Mobile App Lets Users Share and Connect Without the Internet

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New Technology Launches at Mobile World Congress 2015 to Bring Connectivity to the Nearly 5 Billion People Who Are Unconnected

BARCELONA, SPAIN & VANCOUVER, CANADA – MARCH 1, 2015 - Left of the Dot Media Inc., at Mobile World Congress 2015, is pleased to announce [the worldwide release of their new mobile app YO!](#), which is now available for all Android devices. YO! offers a new way for smartphone users to share and connect by sending messages, videos, photos, music, and even other apps, peer-to-peer over WiFi, without the need to connect via the Internet.

The patent-pending technology behind YO! was initially developed as a simple solution to the slow and inefficient internet connectivity problems faced in the company's Bangladesh office. Poor bandwidth and slow speeds made it impossible for multiple employees to access the Internet and share files concurrently. To alleviate this problem and eliminate the need for reliance on an Internet connection, YO! was created.

"On my way to Barcelona, I spent one week in Bangladesh, putting YO! through its paces in some of the most challenging environments imaginable," says John Lyotier, Co-Founder and CMO, Left of the Dot Media. "We really take for granted the pervasiveness of connectivity back home in North America and throughout the developed world. Browsing the web, sending messages, downloading apps, and consuming content – this is simply not done in Bangladesh. It is not that these emerging markets don't have access to technology that lets them online, it is just that it is too expensive and too slow. Our goal is to change that and connect the unconnected."

As a byproduct to helping consumers share and connect, YO! helps alleviate the bandwidth crisis currently faced by mobile carriers who are faced with spending nearly US\$500 billion in new infrastructure investments in the next 4 years just to maintain the status quo. YO! allows telecom carriers to reduce overall network traffic and reduces the need for further investment in expensive infrastructure. Furthermore, YO! provides the ability to generate and distribute premium content, strengthen customer relationships, and increase consumer loyalty in a time where differentiation amongst carriers is crucial.

YO! is launching at the Mobile World Congress in Barcelona, Spain from March 2-5, 2015 (Hall 8.0, booth F08).

About YO!™ and YO.com™

YO! is a free mobile app from YO.com and Left of the Dot Media that empowers users to share and connect without the Internet. YO! recognizes that mobile users around the world have incredibly smart devices capable of producing and viewing amazing content, yet these same users have difficulty in sharing or accessing this content as data transmission over standard networks and the Internet is just too slow. This problem is exacerbated in developing markets where it is just too expensive to share. YO! lets people share photos, videos, apps, and messages across a hyperlocal network at high speeds for free. Learn more at: <http://www.yo.com>.

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