



Gobi App Introduces Interactive Snaps

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Gobi social media platform offers a new method of communicating in the market by allowing users to send snaps in groups. The founders launched the app in 2015 and has expanded to include employees in multiple countries.

Palo Alto CA: Gobitech AS is pleased to announce the introduction of interactive snaps. The company launched the Gobi application in 2015 and has since expanded beyond its original five Norwegian student founders. There are now ten full-time employees, as well as part-time employees in England, Sweden and Brazil, plus more than one hundred brand ambassadors across Norway and the United States. With more than sixty thousand worldwide users, the company is growing steadily.

According to CEO Kristoffer Lande, "On Instagram and Snapchat, you can only send snaps one-to-one or post to everybody at once through stories. The users want something more and the consumers have been waiting for the group function for a long time. The market wanted a new social media platform focused on group communication and simple sharing of pictures and video. Like Snapchat, Gobi allows users to send "snaps" but Gobi lets its users share content using collaborative group feeds."

Gobi offers the opportunity to create groups, which can be private, password protected, or public. Online communities can be built where everyone posts their snaps to a collaborative feed and can reply to each other directly on the snaps. The product solves many of the issues that public or private people face in popular social media today. The app allows for fast communication with a minimal number of steps.

The interactive stickers offered by Gobi allows for adding votes and links into the snaps. Users can ask each other about different opinions on the app, and can also share external links, according to CTO Lars Erik Fagermaes.

January 2016 saw an invitation from a Silicon Valley investor to move the entire company to the technology center. Silicon Valley is noted for its start-up environment. This has allowed the company to be surrounded by people who can and want to help. The ten team members live and work out of a home which is a short distance from the first Facebook House.

For further questions or comments, contact Emma Grønningen or visit the website: <https://gobiapp.com>.

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