

FACT SHEET

June 20, 2012



HANGMESSAGE USE CASES

Vancouver, B.C. – The possibilities of scenarios for using HangMessage, the new location-based messaging application, are countless and it all depends on where the user can take their creativity. Below are a handful of descriptions exemplifying the type of use cases that stem from HangMessage. Although not limited to, here is a list of cases for how HangMessage has been used.

▪ Greetings to welcome guests

- One individual didn't stop at being a great party host; instead she wanted to be a remarkable one. She pinned multiple messages for friends at her home address so their arrival at the front door was welcomed with an instantaneous greeting message on their phone consisting of directions to the side entrance of the party in her backyard. Guests were delighted and surprised with that little added touch of hospitality.

▪ Surprise anniversary message

- A young man was stuck on what to do for his five year anniversary since his first date with the love of his life at a popular Italian restaurant. Seeing that the venue was situated a block away from his girlfriend's workplace, he didn't hesitate to show her how much he cares by hanging a message there. She followed the walking directions to the restaurant and to her surprise, standing there was her boyfriend of officially five years. She was also able to unlock the message which read "5 years ago, my date here changed my life – happy anniversary." His girlfriend is still gushing over this one.

▪ Self-reminders

- Reminders are often used to jog someone's memory to buy milk and bread at the grocery store or that there is a 9am office meeting. A user tapped into her resources and used HangMessage to support her strict no-junk-food diet. One evening she hopped in to her car and drove to the fast food joint down the street from her house. As soon as she reached the parking lot, she received a HangMessage on her phone that she had sent herself a week earlier saying "don't give in to temptation." She immediately cut the urge and drove back home, satisfied.

▪ Treasure hunt

- Mobile application games are popular as ever because of its variety and ease of accessibility. HangMessage allows users to get imaginative and craft their own games among a group of people which was exactly what one user did. He started a treasure hunt by hanging surprise messages equipped with clues around the city for his friends to find and unlock.

SysDisc Solutions is a company based in Vancouver, Canada founded by its director Geoff Cohen in 2005. Geoff has 23 years of experience in robotics and IT engineering and was the principle of PeaceNet and GreenNet in the early days of the Internet which has now grown into an Environmental, Peace and Humans Rights network based in 22 different countries. Sergey Kargopolov, prior to joining SysDisc Solutions as the technical manager of HangMessage, was a principle of ZigZag one of the first photo sharing site in Kazakhstan that was based in the Amazon Cloud. It went on to win both the “Break Through of the Year First Prize” and the “Absolute Winner of the Year Prize” in the National Internet Award Ceremony in his home country. Hang Tran, upon finishing her BA in communications and publishing, joined HangMessage in 2012 as the social media marketing director.

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