

FOR IMMEDIATE RELEASE

Findery Launches iPhone App to Share and Discover the World

Offers a Lens to Explore Places Through Notes on a Map using Text, Photos, Video and Sound

SAN FRANCISCO, March 6, 2014 – [Findery](#), a social discovery platform that brings places to life, today announced the launch of Findery for iPhone, an app that allows people across the globe to find and share interesting notes about the world around them, wherever they are.

Findery treats the world as a blank canvas, overlaid on a map, which can be explored through geo-tagged notes filled with insights and experiences from people around the globe. Notes, which can be public or private, include historical information, memories or personal stories, little known facts and unique perspectives. Using text, images, videos and/or sound files, Findery annotates and organizes information and experiences around places in a simple, engaging way.

“Every place has a story, or a thousand stories,” said Caterina Fake, founder and CEO of Findery. “Findery brings places to life, be they where you stand or where you hope to go.”

In addition to notes, Findery members can also create NotemapsSM, a curated collection of notes about a particular topic, theme or location. Members can add their own notes and notes from others to create an organized Notemap, which can be used as a travel diary, a bucket list of things to do in a destination, or a record of unique finds on interesting topics, like [“Lost Los Angeles”](#) or [“Punk Rock in Chicago.”](#)

Findery is social; members can choose to follow others directly or follow public Notemaps, and they will receive notifications when those members have posted new notes. Members can leave notes that are public or private, and the app helps to organize a member’s notes, reports activity on their notes, and provides information on followers.

Findery uses a member’s current location to surface interesting notes in their immediate area so they can delve into the world around them by browsing notes and notemaps left by others. Some of the notes and notemaps discoverable on Findery include:

- [NYC Memory Map](#). A collection of memories from in and around New York City by a former resident.
- [Dubai Details](#). Fascinating scenes, details and adventures from a Canadian ex-pat of the day-to-day life in Dubai.
- [Tacos](#). Organizes all the best tacos and taco establishments across the U.S.

- [Surfing Sirens](#). A dedication to the women who surfed Manly Beach in New South Wales, Australia, in the 1930s.
- [Toe Tapping is Encouraged](#). Free, weekly rehearsals of the Pittsburgh Banjo Club are open to the public and include sing-alongs and dancing, but get there early!

The Findery App is available for free from the [App Store on iPhone](#) or at <http://www.AppStore.com>. Findery will be available in more languages in the months ahead.

About Findery

Findery is a platform on the Web and iPhone to annotate the world and help people rediscover the world around them. Founded by serial entrepreneur Caterina Fake, Findery creates a living tapestry of places through geo-tagged stories about the history, personal stories, memories, what's coming and other little known facts and unexpected information.

CONTACT: Mel Bolton, mel.bolton@lyon-share.com, 510-847-8781