

Boldomatic celebrates its first anniversary and claims end of adolescence.

Steffen Schietinger
Nerves Design & Engineering

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Subject Matter Category: App for iPhone / Social Networking

ZURICH – The social network Boldomatic took a bold move when it claimed to conquer the world of words in social media out of little Switzerland. Yet, the iOS app soon got on the radar of Tech Crunch and other major media outlets and has been growing steadily. After one year on the market, the developers from Nerves Design & Engineering claim over 250'000 boldly colored text statements and a community of writers from over 150 countries. The end of adolescence?

“We’re at a turning point,” says Steffen Schietinger, one of the three founders, “go big or die young; there is not much in between. And we’ve found the right partners who join us in our vision.”

The Zurich based start-up incubator Prakriti confirms its engagement in Boldomatic. Francis Zoller, partner at Prakriti, shows confidence in the young network “It’s a simple concept with huge potential and we’re excited to become part of it.”

The plans are aggressive: launch of the Boldomatic Android version, in addition to the Web version, by the end of February 2014 and one million users by 2015.

The Boldomatic App allows users to render thoughts as text-images which can be shared within and outside the Boldomatic network on Facebook, Twitter, Tumblr and Pinterest. If you’re looking for bold statements and want to get more attention for what you have to say on social media; Boldomatic is the way to go.

Links

Boldomatic Website – boldomatic.com
Download from iTunes – boldomatic.com/get
Press Kit – boldomatic.com/web/media
Introduction Movie – youtu.be/63yt326R3zg
Startup-Incubator Prakriti – prakriti.ch

Device Requirements & Availability

→ iPhone 3GS, iPhone4, iPhone 4S, iPod touch (4th generation)
→ Requires iOS 5 or later
→ Size 1.2 MB
→ Available for free in the App store in the Social Networking Category

Company Description & Contact

Nerves is a multidisciplinary creative agency providing design and engineering under one roof. The combined knowledge of designers, illustrators, artists and engineers shapes its core competence for complete, distinct communications design. Always at the forefront, it is especially important for Nerves to apply the newest techniques and technology, long before they form into trends. Since its founding in 2009, Nerves has realized projects for international clients such as Microsoft, Porsche, Victorinox, Unicef, Absolut Vodka, Nescafé and the Swiss Embassy.

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