

dawawas.com – the large digital home for very special moments – always and everywhere

Share images easily, safely and free of charge

Cologne, February 20th, 2013.

Photos of holidays with friends, big weddings, birthday parties or dear little ones have a new digital home. dawawas.com is a new platform where images can be quickly and easily saved and shared online, via special Apps or even displayed on television – allowing for unforgettable memories to be securely and instantly shared with the right people at the right time.

Fabian Jager and Patrick Ohler, founders of a highly successful German Social Network with more than nine million users, decided to launch dawawas – the cloud service for photos – as a solution to a problem they repeatedly came up against: the complicated exchange of memory cards, DVDs, CDs and emails with huge attachments that meant images of special occasions simply weren't being shared.

"We first stumbled across the idea for dawawas after a skiing holiday with a large group of friends. We knew that some great images of the holiday existed on various smart phones, cameras and hard drives but that these would most probably stay there unless there was a simple way of gathering all the images in one place – and quickly!" said Jager. "This is a problem faced by countless people around the world every day. We hear over and over again of friends who have huge collections of digital photos that never see the light of day and certainly aren't being shared and exchanged with the right people," adds Ohler.

dawawas gives users the possibility to safely collect, share and comment on personal images using a huge variety of devices from anywhere in the world. Currently users can access the cloud service from the internet platform www.dawawas.com as well as from Apps for iPhone and Android, Windows 8 and many Smart TVs. dawawas is available in English, Spanish, Italian and German.

The rights of usage of photos have recently been a subject of public debates. In contrast to many social media sites, all rights to any images uploaded to dawawas remain with the user. The dawawas philosophy is that "your data belongs to you". Further, the default privacy settings ensure the user controls when and with whom their images are shared.

"We have tested a prototype of dawawas during a closed testing phase with tens of thousands of users who uploaded hundreds of thousands of photos. The amazing feedback from our beta testers has confirmed that with dawawas we have created a platform for the very special moments in life taken from various angles with different cameras," said Jager.

"It is particularly important that what is private, remains private with us," Ohler adds."

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Further information

www.dawawas.com/press

Video Manual: www.dawawas.com/video

About dawawas

dawawas is the new image platform of Fabian Jager and Patrick Ohler, the founders of the highly successful social network 'wer-kennt-wen.de' with more than nine million users in Germany. dawawas allows personal images of special moments to be shared safely and easily with a selected group of people. Membership of dawawas is free of charge and all image rights remain with the users. dawawas is offered in German, English, Spanish and Italian language. Apps are available for iPhone, all Android devices, Windows 8 and many Smart TVs.