

To: jeevacation@gmail.com[jeevacation@gmail.com];
[REDACTED]

From: Erik Wachtmeister

Sent: Tue 7/24/2012 9:32:06 AM

Subject: Best of All Worlds iPhone App is now Live

Dear Jeffrey:

We are delighted that you have joined Best of All Worlds. You are among our first 20,000 members from over 100 countries who have registered so far.

The app is now live in the iTunes store: <http://itunes.apple.com/us/app/best-of-all-worlds/id523540645?ls=1&mt=8>

The iPhone App, our "Social Navigator", helps you to discover relevant information at home or travelling with real-time information based upon location, network, intent, mode, perspective and privacy settings.

The core functionality is a member-generated guide to people, places, things, services and events worldwide. The more information you share with us in your profile information, the more relevant information we can present to you. So much of social media today focuses on the past of others. Instead, let's start to pay more attention to our own future.

We are thrilled to add another dimension to the web, our profile modes of social, professional, family, party, and private that bring real-world relevance online. Information you see on Best of All Worlds will be presented based upon the mode you choose.

We are launching the full web site in a few weeks, providing a more comprehensive experience.

We welcome your feedback (feedback@boaw.com)

See you online!

Erik