

**March 5, 2015 For immediate release**

## **TellAbout expanded into a digital bookshelf – a complete solution for preserving memories**

*Helsinki, Finland - March 5, 2015* - TellAbout expanded from single wedding and family albums into a digital bookshelf that solves numerous problems currently related to the preserving of important memories.

In the bookshelf people can initially have up to 15 albums of their own and participate any number of albums owned by others. Each album on the bookshelf may be dedicated to a specific topic. For example, moments of everyday life, kids, hobbies, pets, or special occasions such as travels, family celebrations, weddings and parties with friends.

TellAbout provides traditional easy-to-view family albums with a modern digital convenience. People can have their personal digital bookshelf always with them and available via smartphone, tablet or computer at hand. Albums can be easily viewed, presented and updated with new photos and stories at will.

Albums can be shared and co-created with others - up to 50 persons per album. Yet the albums provide true privacy from outsiders.

When stories are in TellAbout albums, stylish digital books can be created in mere seconds. This means that families, couples, groups travelling or partying together can collect their stories and photos to build their album without consideration and effort spent on the layout and looks. Digital books can then be downloaded in convenient PDF format or printed as books.

**Consumers have long been looking for means to both collect and preserve their private memories and photos in a presentable, convenient and safe way. So far, they have had to settle with partial solutions.**

**“TellAbout has emerged to offer the complete solution for people’s album needs now and in the future. Today we broadened our service to a digital bookshelf.”** summarizes Ristomatti Partanen, CEO.

TellAbout is a EU startup company located in Helsinki, Finland. The software is available and serves its customers in Italian, English and Finnish.

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