



Connecting photos to your family history

JoyFLIPS believes the past 150 years of print photos and the stories they tell are just too valuable to be lost...

Our mission is to take family history mainstream by providing the hundreds of millions of people worldwide, who have trillions of old print photos, with the JOY of using them to easily discover, share and preserve their family's history.

To accomplish this, we have been quietly at work for several years developing innovative technology that automates this journey. At Roots Tech 2017, we are launching the free and unlimited platform needed to bring this JOY to reality for millions of families.

The JoyFLIPS vision:

Our challenge is to make discovering and preserving family history so easily accessible and engaging that everyone, regardless of age or lifestyle gets involved. Discovering more about family history is something that interests nearly everyone. Yet relatively few people get involved in it doing it because they're either too busy, or too intimidated by the tasks involved.

We are solving this problem by combining easy photo scanning, preservation and sharing with conversational storytelling and state-of-the-art Artificial Intelligence (AI). Our embedded AI will turn time-consuming research into the excitement of nearly instant discovery. It does this by listening for names, places and dates in voice tags and shared stories. It then intelligently searches through numerous sources such as genealogy records and old newspapers to find those hidden details that make our personal history come to life.

Because every photo tells a story, and every story leads to new discoveries:

Our task is both daunting and urgent. There are trillions of print photos across millions of families worldwide. With less than 2% digitized, these irreplaceable photos — and especially the stories they tell — are literally fading away.

We start by making it easy to quickly scan and preserve the tens of thousands of print photos a typical extended family has. All family photos need to be included because we can't predict which photos will spark important memories or spark the interest of posterity. Each photo is too important to be lost. It's often the smallest things in a photo that bring out the most stories.

With each family having so many photo, both print and digital, easy tagging and searching are essential. To meet this challenge, we have developed the first voice tagging system that makes it easy to tag many photos at once, and to easily add specific tags to individual photos. Voice tags are automatically converted to text making them searchable by keywords, dates or places. Tags can of course also be entered as text.

Next we make it easy to share thousands of photos among family and friends. The only reason we take photos is to preserve the stories they tell. Sharing photos and socializing around their stories is the biggest JOY of having them. Creating and sharing albums couldn't be simpler with quick searching and easy drag and drop arranging. Albums of any size can be shared on Facebook, by email or text message. And you can easily make copies of any photo shared with you.

Photo preservation is about keeping them safe for ourselves and for others. It's about allowing all family members to enjoy all family photos— and being sure that every photo, as well as the stories we share about them, are passed on to the next generation. To make this possible, the free JoyFLIPS app includes unlimited scanning and unlimited online storage on the world's largest and most secure cloud service.

Yes, JoyFLIPS is unlimited and free... What's the catch? There is none. We make our money by offering optional paid services such as printed photo books, professional photo restoration and automated backup to a safe and permanent thumb drive. No purchase is required to use any of the unlimited JoyFLIPS services.

In the near future, we will be adding storytelling through conversations with family and friends both online and over the phone.

Using advanced artificial intelligence (AI) we will also link the content of these conversations to the wealth of digital information that bring hidden details of each story to life. Time consuming research will become exciting new discoveries made available instantly to everyone.

More about our revolutionarily new photo scanning and sharing technology:

Our first focus is on getting all the extended family's old print photos scanned and shared online. To do this we have developed the world's first photo scanning app with video-like capture, allowing anyone to scan hundreds of photos in minutes!

Automatic focusing, photo capture and cropping do all the work for you. Just turn on the scanner and scan a stack of photos as quickly as you can flip through them. Or scan photos in an album just as quickly.

Not only is JoyFLIPS a fast photo scanner with beautiful results; it allows anyone to easily curate, tag and share thousands, or even tens of thousands of photos. With so many photos and stories to preserve, the special features in JoyFLIPS making it easy to edit, tag and share large numbers of photos at the same time are especially important.

Some of the unique features in the current release of JoyFLIPS:

- Fully Automated High Resolution Scanning

JoyFLIPS patent-pending automated scanning technology allows anyone to scan over 500 photos in less than an hour. With autofocus, light level correction, camera jitter detection and instant cropping it creates beautiful digital images in about 3 seconds per photo. And because we use the entire camera frame to capture each image, the resolution is even better than most commercial flatbed scanners.

- Scans Notes on Back of Photos

Simply tap the “Flip-side” icon after scanning a photo, and then flip it over to scan the back. The back side image is now always associated with the photo, allowing it to be tapped to show the back side. In this way, the original notes, in the author’s own handwriting, are preserved just as they appeared on the original photo.

- Saving ALL Photos and Documents

To accommodate an unlimited number of photos and documents without using precious phone memory, all photos are safely stored in your FREE JoyFLIPS cloud account. This includes both photos and documents that you scan or upload, as well as all photos that are shared with you.

- Importing Digital Photos

Digital photos on your computer can be uploaded from your computer via your web account. Photos on your phone are always available to select in the JoyFLIPS app’s Gallery view. Note that any changes made to photos from your phone become copies, and do not change the original photos on your phone.

- Advanced Voice and Text Tagging

With JoyFLIP’s natural language photo tagging it’s easy to add searchable names, dates and keywords to photos. Add voice tags while you scan photos, or to groups of photos after they’re scanned. Voice tags are automatically converted to searchable text, making it easy to organize thousands of photos. People you share photos with can search and read your tags, and also hear them in your own voice. This ensures that future generations have the joy of hearing your stories preserved in your own voice.

Also, up to 2,000 characters of tags and descriptions are embedded directly in each image file using industry standard photo metadata encapsulation to assure they are always available.

- Exporting Photos to FamilySearch or Camera Roll

The app's Export feature lets you export copies of scanned or uploaded photos either directly to your FamilySearch account as "Photo Memories", or saved to your phone's camera roll.

- Exporting Source Documents to FamilySearch

To export source documents to your FamilySearch account, simply mark them as "Source Document." Images selected are then automatically converted to PDF files and uploaded to your "Source Box" which is available from your FamilySearch web account in your account setting menu. Documents can be tagged in FamilySearch without going to your Source Box, if the person is already in your Tree.

- Sharing Photos

You can share any photo or album using the share button. The share button is available to share individual photos, selected photos or an entire album. You can even re-share an entire album that has been shared with you. Photos can be shared on Facebook or via email or text message.

- Creating Albums

Creating and sharing albums is simple. You can select from saved photos in your Gallery view which also includes your phone's camera roll. Searchable tags make it easy to find the photos you are looking for. Then click Create Album. More photos can be added to the same album later. You can then rearrange, tag and edit photos in your new album.

- Drag and Drop to Rearrange Photos

To re-arrange the order in your Gallery view, or in an album, simply drag photos to the new position with your finger. You can move a special photo to the first position to make it the "Cover Photo" of the album.

- Viewing Albums

The Albums page shows you the cover photo of each album, along with the album creator, the date it was created, the album description and whether it has been shared yet, if you are the creator.

Click on the album cover to view Thumbnails of all photos in the album. Click any thumbnail to enlarge a photo or launch a slideshow of that album.

Albums shared with you can be re-shared with others by tapping the Share button, or added to your Gallery to preserve your own copy. To re-share an entire album, tap Share at the top of that album. To save a copy of photos shared with you tap the copy icon at the top of the album's thumbnail view page to import them into your Gallery section.

More ground-breaking advances coming soon:

Sharing stories in live conversations over the phone makes your photos come alive. Storytelling is something we do best together. No one likes dictating into a computer. But when you are in conversation with family and friends, stories come alive. The joy of reminiscing together brings out more details in a fun and natural way. Recording these conversations not only allows these stories to come alive for the rest of the family, they are also preserved in your own voices for generations yet to come. The true joys of family history come from sharing photos and stories with family and friends, inspiring them to want to know more.

Once these stories have been rediscovered, people want to connect these stories to the precious bits of information that form important parts of their personal history. These shared stories in our own voices are not only preserved for generations to come, but also automatically produce new links to a wealth of historic documents. From old newspapers to genealogical records, thousands of sources are searched for items that pertain directly to the exact people and places talked about in your family's shared stories.

To accomplish this, embedded AI searches numerous sources of additional information from genealogical records, old newspapers, magazines, and even legacy TV broadcasts. Based on these findings, JoyFLIPS pinpoints the exact information relevant to the people, dates and places that are recorded in tags and stories. This new technology allows anyone to quickly discover a more complete historical dimension of the people in these photos.

Here is an example: Let's assume that someone just created a small album of photos of his grandfather and shared it with his family. Family members then create tags and share conversations about the photos that include bits of information such as date and place of birth, city that he lived in, schools attended, his parents, siblings, property he owned, career information, etc. JoyFLIPS' embedded AI (Artificial Inelegance) automatically sifts through the content of these tags and conversations to find various sources of new information about his grandfather from billions of online records. Suddenly a new window into the past opens with a just few clicks.

About our optional paid services:

To reach as many families worldwide as possible, we made the JoyFLIPS services completely free and unlimited. This includes a full-featured app and web account with unlimited photo scanning, sharing and online storage. We make our money by offering additional paid services such as printed photo books, professional photo restoration and automated backup to a safe and permanent thumb drive. No purchase is required to use any of the JoyFLIPS services.

Most people have concerns about being sure the family's photos and stories are archived safely, yet accessible for generations to come. To address these concerns we will soon offer an inexpensive MemoryStick™ thumb drive backup that automatically creates an always-up-to-date permanent local copy of a family's entire shared content. Simply plug it in, and it replicates the exact information in your cloud account, including all photos, documents, tags and stories. What's more, it can all be enjoyed offline from any browser, just as it appears in your online web account.

We are also developing a one-stop for all your photographic needs. These include re-printing services, photo books, digital frames that can be loaded from the app, photos on canvas and greeting cards. While our free touch-up software can restore most faded photos, for severely blemished or torn photos we also provide access to outside expert photo restoration services. All of this will soon be available from inside the JoyFLIPS app.

JoyFLIPS will soon be providing in-home scanning and account setup. This service is tailored to those people that are infirmed, uncomfortable with computers, or don't have the time to do it themselves.

Key Current JoyFLIPS Features

- Includes both a free and unlimited iPhone app and Web account. (An android version is coming soon)
- Easily scan up to 1000 photos per hour: Patent-pending technology that automatically scans and crops photos on any smartphone
- Capture comments on the back "flip" side. After scanning they are connected to the main, front-side scan for easy identification.
- Doesn't use up your phone's memory: Scanned images and documents are stored in your free cloud account
- Fast photo touchup with easy cropping, rotating, enhancement and color correction.

- **Advanced photo tagging:** Individual photos, or groups of photos, can be tagged with names, dates, locations and descriptions, using either voice or text. Even lets you tag photos from your phone's camera roll.
- **Easily find photos and documents:** All tags are searchable for sorting and curation
- **Create and share unlimited albums of any size, with anyone:** Easily find, select and arrange photos into albums that can be shared with others via email, Facebook, or text messaging
- **Upload photo memories or document sources directly to your FamilySearch account**
- **Use any photos from any source:** Easy access to digital photos on your phone, or upload unlimited photos from your computer desktop.

New features being added soon

- **Family members or friends will be able to contribute new photos to albums you share with them.** The whole extended family can easily create a repository of family photos that include tags, albums, slideshows, voice, stories and related documents
- **Easy-to-create slide shows with voice or text narration**
- **Record stories and conversations linked to photos over the phone.** Up to 10 people can participate as you browse through photos together. Your conversations are preserved and linked to the photos you view for future playback by anyone sharing these photos
- **Embedded AI that automatically searches through billions of documents including old newspapers, genealogy records, and other online documents linked to people, places and dates contained in the voice or text stories your family shares**
- **Purchase a MemoryStick that automatically backs up a local copy of your account, allowing full offline access in a safe and permanent physical backup**
- **Order professional photo restoration, as well as reprints, photo books and personalized items.**
- **Order in-home scanning and account setup.** This service meets the needs of people that are infirmed, uncomfortable with computer technology, or don't have the time to do it themselves

Privacy:

It's simple: Your content belongs to you. JoyFLIPS claims no rights to photos or any other user content. All content in a user's account belongs solely to them. Only they and people they choose to share content with have access to it. Users who scan or upload photos or other content to JoyFLIPS take full responsibility for the rights to use said content.

Highly Scalable Technology:

To reliably meet the needs of millions of people worldwide, JoyFLIPS has developed scanning, sharing and storytelling modules in a highly scalable architecture that can easily accommodate tens of millions of users and billions of photos. Our platform is powered by the world's largest best-of-breed services: Google's FIREBASE for user data, Amazon's EC2 for media file storage, web services and IBM's Watson AI service. Redundancy, world-wide content distribution and automatic hourly backups assure our users receive the highest level of service available.

Distribution:

JoyFLIPS is a Software as a Service (SaaS) platform designed from the ground up to integrate directly with existing products and service in the Genealogy, Family History, Photo Sharing and Photo Printing market. Our proprietary technology allows all of our services to be dynamically co-branded or white labeled for distribution through numerous partners.

Integrating the JoyFLIPS platform allows our partners to address the worldwide pent up demand for easy print photo scanning and family history preservation. This in turn, accelerates our partner's customer acquisition through photo sharing— arguably the most viral of all social sharing activities. The technologies we have developed are the perfect gateway to the core products and services offered in the Family History industry.

Our Team:

The JoyFLIPS team brings together a special blend of talents to fulfill our mission. On top of a deep commitment to our vision, they bring deep expertise in building success in the following areas: software development, web hosting, Software as a Service (SaaS), information storage, Internet security, genealogy, social network marketing, and Fortune 500 executive management.

Vincent Titolo – Co-founder - Chairman & CEO: Vincent has over forty years of domestic and international executive experience in both the corporate and investment sectors. He has been a board member and an advisor with two successful recent startups in the financial services area focused on clean energy. He founded and successfully managed a VC Fund and was the Chairman & CEO of an application software company with offices in the US, Europe & Asia and was the CEO of a successful private equity LBO fund.

Vincent has served as a Senior Vice President of three NYSE companies, two of which were Fortune 500 companies: Ampex (video, audio and computer products), Tymshare (application software for Fortune 1000 & internet technology) & Shaklee (consumer products). He has managed several public offerings on the NASDAQ & NYSE exchanges, and has actively served on corporate boards in the US, France, Germany, England and Japan. His credentials include a BS in Economics from Fordham University, and he has served as a Guest Lecturer at Fordham University's, Stanford University's, and Santa Clara University's Graduate Schools of Business.

Ken Leonard – Co-founder & CMO: Ken has been an active entrepreneur and pioneering technologist since the early 70s; creating innovative companies in the music and recording industry, consumer electronics, video graphics, computer hardware, web hosting, and Internet security-- where he holds a patent for certifying the security of websites. During his more than four decades of entrepreneurship he has founded 17 technology companies. Ken adds valuable expertise in the areas of developing successful business around innovative Internet technologies that support millions of customers and thousands of channel partners worldwide.

Ken's recent accomplishments include founding one of the first web hosting services (now VERIO) in 1995. Within just 3 years it grew to become the world's largest web host, with over 500,000 customers before being acquired by NTT. He went on to found China's first cross-border trade portal, MeetChina.com in 1999. In addition to being the first wholly foreign owned entity licensed to conduct Internet business in China, MeetChina.com attracted many distinguished investors, including President George H. Bush Sr.

In 2002 he founded ScanAlert, where he created the well know McAfee SECURE website security seal, viewed billions of times each month on hundreds of thousands of websites. In 2009 Ken created the Attracta web services technology that is used today by thousands of web hosting companies worldwide to provide value-added services from hundreds of vendors to over 4.5 million websites.

Scott Shebby – Co-founder & CTO - Over the past 15 years, Scott has worked with companies of all sizes, with a strong background in prototyping and inventing creative technology solutions. He started his career in computer security, setting up video teleconferencing networks for the US Marine Corps over tactical encrypted radio (never before done) while day-trading to pay for his computer science degree. Once out of college, he joined Napa based ScanAlert, a web based security certification service acquired by McAfee in 2007. While at Scan Alert, Scott was responsible for implementing the web security tests which ran on thousands of websites daily while also overseeing the customer service department responsible for the security certification of tens of thousands of web sites. His subsequent experience as Lead Engineer at both Hangtime and Aether paved a path for his role in developing JoyFLIPS' technology innovation.

Tami Mize – Community Outreach and Social Media Maven - Tami Osmer Mize is a genealogy author, educator and innovator, passionate about sharing knowledge and information. Her contributions to the family history community include the ConferenceKeeper.org website, providing the most comprehensive calendar of genealogy events online, and RelativelyCurious.com, sharing genealogy news, tools, and research tips. She was the charter president and driving force behind the establishment of both the first virtual chapter of the Association of Professional Genealogists and the first virtual chapter of the Federation of Genealogical Societies. Tami has written for *FamilyTree Magazine*, *Crossroads*, and *the APG Quarterly*; edits and proofreads for a best-selling author; and currently is the designer and layout artist for the TxSGS journal, *Stirpes*. She maintains several genealogy websites, and manages social media channels for both genealogy and engineering companies.

Tami fell in love with JoyFLIPS at first sight. She is thrilled to be part of the JoyFLIPS team building the best tool possible for family historians to preserve their photos and stories for the generations to come.

Jennie Merkley – Community Support and Evangelist - Jennie has been researching her family history for over forty years. She loves to index historical documents and help others with their own family history research, which she is able to do often while working at the Twin Falls Idaho Family History Center. She has worked in retail, education, insurance and securities, and as a computer tech support agent for several years. However, her favorite occupation has been within her own home, raising a family and being able to share her family history with her seven children and eight grandchildren.

Jennie is excited about being a part of the JoyFLIPS team and being able to teach others how to integrate their photos and stories into their family history with JoyFLIPS.

Leviticus Williams – Marketing, Content & Social Media Manager - Leviticus started using content and social media to build companies' brands while attending University of Southern California where he studied psychology and marketing. By focusing on the science behind what influences people and his innate interest in business, he found his passion: crafting personalities for companies by harnessing power of emotional marketing. This has led him to work with a wide range of businesses including from Fortune 500 packaging solutions giant MWV (now WestRock), the leading connected high school and college learning platform Chegg (NYSE: CHGG) and the nation's leading private bank First Republic Bank (NYSE: FRC).

For more information please visit www.JoyFLIPS.com or the [Apple App Store](#).