
FamilyAlbum, the Family Photo & Video Sharing App Used by One in Three Moms in Japan, Releases Its Traditional Chinese Version as of January 22!

It's Free to Use and Comes with Unlimited Storage!

Vantage Studio of mixi, Inc. is pleased to announce that the Traditional Chinese (Taiwan) version of its private family photo and video sharing app, FamilyAlbum, is now available as of January 22, 2020.

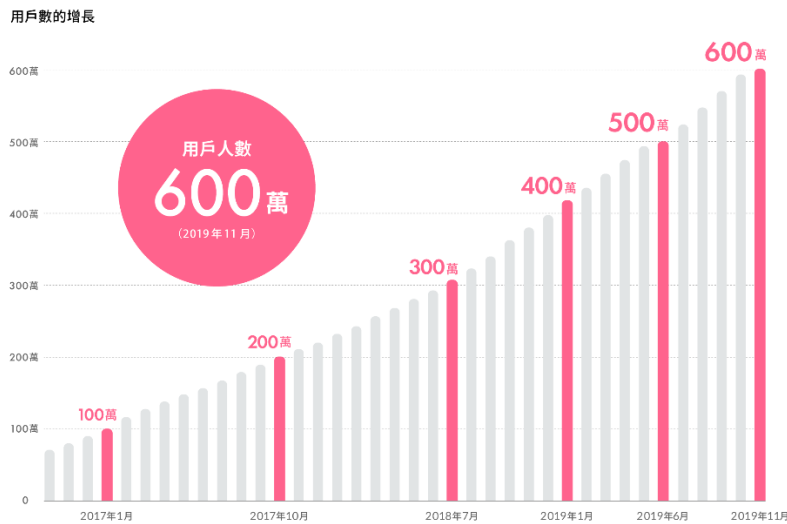
FamilyAlbum is a free, unlimited-storage app that helps parents upload and share photos and videos of their children from their smartphones while keeping it all in the family.



Only users invited by parents can view photos and videos that those parents upload to FamilyAlbum. While the number of incidents involving sharing photos of children on social media has increased recently, it's a proven fact that families can bond by recording and sharing the growth of their children through photos and videos. FamilyAlbum was created to provide a safe haven for the whole family to come together and do this privately. With FamilyAlbum, you're never alone—your whole family is always with you.

FamilyAlbum is used by many families, with the number of users surpassing 6 million as of November 2019.

*1: Number of Users Registered for FamilyAlbum's iOS / Android Apps and Browser Versions Worldwide



■ **FamilyAlbum Is Free Forever with No Paywalls!**

All of FamilyAlbum's main features are free to use. The app does include optional paid services, but they each require the user's express consent, and users will never be automatically changed without their knowledge. Use the app without any worries of encountering hidden fees.

◇ **Free and Unlimited Photo and Video Storage**

Enjoy high-speed, unlimited uploads of your children's photos and videos right from your smartphone. Children grow up so fast, but now you can share their precious moments with your family as you experience them in real time! And no matter how many photos and videos you take per day, you'll never have to worry about running out of space. This also means old photos and videos will stay uploaded for as long as you want—you'll never have to worry about your media being deleted automatically.

◇ **User-Friendly, Family-Only Sharing**

Only people you invite can see your child's album. Users can also react and comment on each photo and video uploaded, and also get notifications when other family members do the same, creating real-time fun and interaction. If you have a family member who doesn't use a smart device, you can still allow them to see and comment on your album using their personal computer. You can also make media private so that only parents can view it. Also, the app is simple and intuitive to control, so even people who aren't familiar with smartphones can use it easily.

◇ **Automatic Sorting for Easy Viewing**

Simply upload photos and videos and the app will automatically organize them for you. Memories will be organized by month and will even show your child's age at the time. With the swipe of a finger, you can turn the pages of your album and look back on entire months of childhood.

◇ **See Your Children's Growth in 1s Movies**

If you upload 20 or more videos, FamilyAlbum automatically creates a new video with one-second clips from each one. This compilation is packed full of delightful moments that are sure to touch you.

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▼ FamilyAlbum (Traditional Chinese) Screenshots



■ Give Shape to Your Memories for Just NT\$220!



A photobook full of your memories is automatically generated for you every month. There's no need to spend extra time editing the layout, so even the busiest parents can easily order one. You can also create custom photobooks from scratch.

You can also store your memories on DVDs, available for NT\$1,100 for one disc, plus NT\$350 for each additional disc in the same order. You can enjoy watching photos and videos of your children on a bigger screen with TV Version DVDs, or even view comments and save photos and videos with PC Version DVDs.

■ Get a Subscription to FamilyAlbum Premium for Your Whole Family for Just NT\$80 Per Month!



FamilyAlbum only gets better with a Premium subscription. It's just NT\$80 for the whole family to use!

While you can normally only upload videos up to 3 minutes in length, FamilyAlbum Premium lets you upload videos up to 10 minutes in length, and even upload photos and videos from your PC. You can also create Share Groups, which let you make certain photos and videos viewable only by certain family members you choose—your partner's parents only, for example.

▼ Follow the link below for more info on FamilyAlbum Premium:
<https://family-album.com/zh-tw/premium>

■ FamilyAlbum's Main Awards and Recognitions

2019	Google Play's Best Apps of 2019, Best Apps for Fun: Category Award User's Choice App: Runner-Up	https://prtimes.jp/main/html/rd/p/000000446.000016514.html
2019	Webby Awards, Best User Experience: Honoree	https://prtimes.jp/main/html/rd/p/000000349.000016514.html
2019	Mamari Review Awards, Best Album/Service: Winner	https://miteneus.tumblr.com/post/183790178146/
2016	8th Mother's Selection Awards: Winner	https://miteneus.tumblr.com/post/153584927246/20161124
2016	2016 Good Design Awards: Good Design Best 100 Award	https://miteneus.tumblr.com/post/153285531046/20160929
2016	10th Kids Design Award: Winner	https://miteneus.tumblr.com/post/153285501291/20160711

■ App Overview

	App Title	FamilyAlbum
	Price	Free
	Devices (OS)	[iOS] iOS 11.0 or later [Android] Android 4.4 or later
	Download	<ul style="list-style-type: none"> • Search for "FamilyAlbum" in respective stores • Check the Links Below (Traditional Chinese): [iOS] https://apps.apple.com/tw/app/id935672069 [Android] https://play.google.com/store/apps/details?id=us.mitene&hl=zh_TW
	Official Site	Chinese (Traditional): https://family-album.com/zh-tw Japanese: http://mitene.us English: https://family-album.com



■ **mixi Group < mixi.co.jp >**

Since 1997, mixi Group has created communication services for friends and family to enjoy together, including the social network mixi, and the multiplayer smartphone app Monster Strike. With the corporate philosophy of "user surprise first" and the mission statement "for communication," the group continues to look toward enriching lifestyles of the future, developing new businesses and services via IT to inspire communication between people around the world.

■ **Vantage Studio**

Vantage Studio was established in April 2016 by mixi Group with the mission of creating new communication services that please and surprise people the world over. Vantage Studio has developed many services to unite the world through communication, including mixi and FamilyAlbum, among others.

■ **For Inquiries**

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