



Amojee Fact Sheet

June 1, 2016

Product

- Amojee (at Amojee.com) is a free, emoji-rich messaging app that runs on iPhone, iPod and Android.
- Amojee users can create their own emojis by uploading photos (that they own) or by using the drawing tool within the app. Photos and drawings can be enhanced with whimsical features in the app such as hats, eyes and ears.
- Users can “write” messages with emojis simply by typing text and selecting related emojis that are suggested. The emojis that are displayed for each word have been tagged with those words and are ranked in order of popularity. *Note: Amojee only works in English at the moment.*
- All public emojis—including those created by users—are ranked by usage in real time.
- The most popular emojis show up in Amojee's "**Trending**" page. The company displays hand-picked emojis on its "**Featured**" page. Any user's original emoji might land on the "Trending" page if it becomes popular enough.
- Approximately 10,000 emojis are currently in Amojee's library. Some of those were created by Amojee's in-house design team, some are crowd-sourced, and new ones are created by users every day.
- It is possible for any user to develop his/her own visual "language" by creating and using original emojis alone or in combination with emojis already in the Amojee library.
- Public emojis are screened regularly to ensure they are appropriate for ages 12 and up.
- Amojee offers thousands of emojis related to holidays, pop culture, politics and current events.
- Emojis within the Amojee app are not sanctioned or recognized by any official organization.

Product Availability

- iPhone/iPod version of Amojee is available in:
 - [New Zealand iTunes App Store](#) (first version released March 2016).
 - [Australia iTunes App store](#) (launched June 1, 2016)
- Android version of Amojee is available in New Zealand and Australia (launched June 1, 2016) in the [Google Play Store](#).

Company Background

Amojee, Inc. was founded in Silicon Valley in 2015 by successful entrepreneurs who have launched and sold two previous companies in the wireless arena.

Logos and Images

Photos and images for the press are available at: [Flickr.com/AmojeeApp](https://www.flickr.com/photos/amojeeapp/)

Employees

Amojee has 10 employees working on app design and development.

Headquarters

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Press Contact

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Amojee on Social Media

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