



About thisMoment

thisMoment is an inventive, new service that gives people a platform for saving and sharing their life's Moments. By incorporating everything people already do on the Web and on mobile devices – photo- and video-sharing, blogging and social networking – thisMoment allows people to easily and spontaneously capture meaningful Moments, as well as share and collaborate on those Moments with their family and friends.

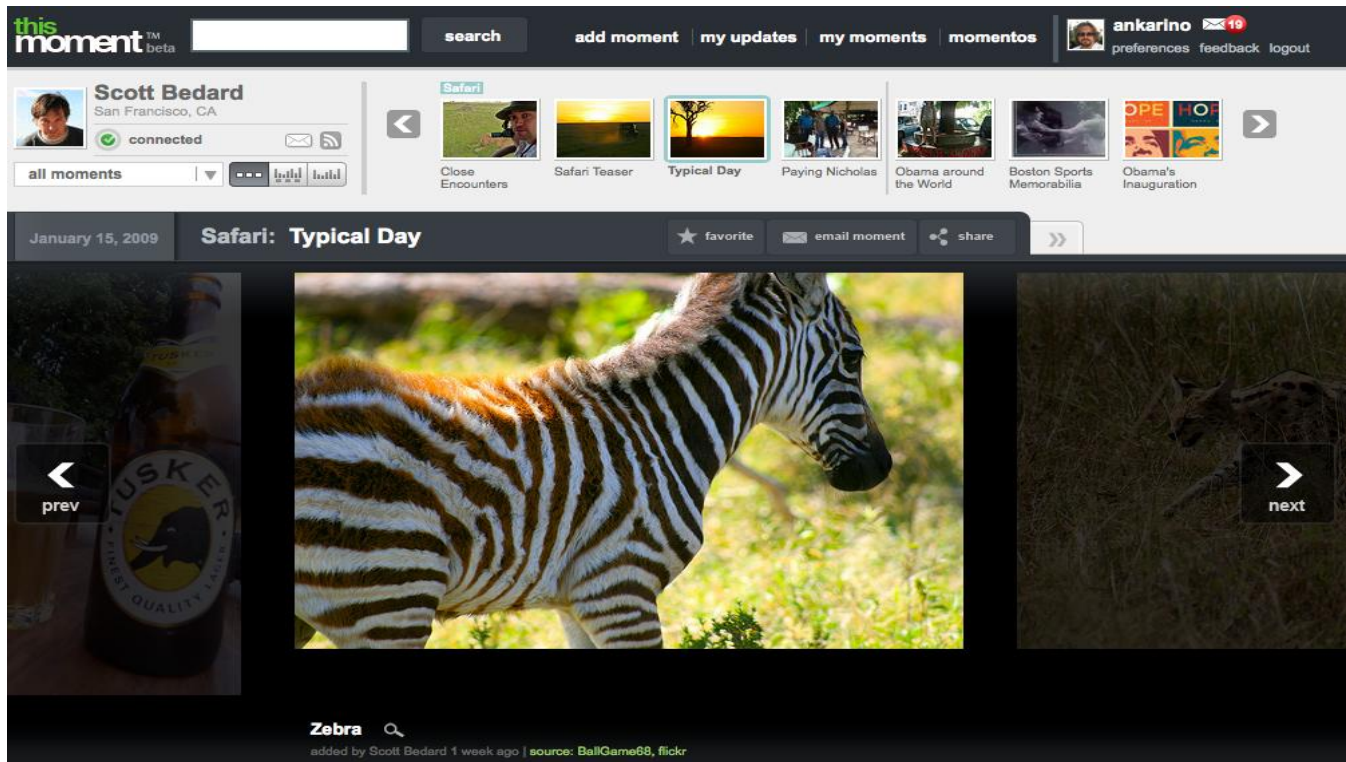
thisMoment is the latest creation of the team that designed and managed some of the Web's biggest consumer properties, including GameSpot, MP3.com and TV.com, and, more recently, the Yahoo! Entertainment portfolio (Yahoo! Movies, Music, Games, OMG!, TV and Video) and its Brand Universe initiative.

How is thisMoment Different?

With the explosion of social networking, media sharing and micro-blogging, coupled with the increased adoption of powerful new mobile devices, people now have an unprecedented number of ways to make, organize, and broadcast to their connections across the Web.

But this is only the beginning of what technology and the Web can enable. Moving beyond simply storing photos and videos, building friend lists, or broadcasting status updates, thisMoment gives people a way to capture the context, emotion and energy of their life experiences, and to share those Moments via a rich, visually-dynamic presentation (see sample Moments, below).

thisMoment also allows users to build upon what they have already created online through full, two-way integration with their existing media, social networking, and communication services. By leveraging people's online investments into something far more personal and meaningful, thisMoment becomes an enduring digital companion, for life.



Sample Moments

The best way to understand thisMoment is to simply look at what people have created with the service. Below is a sampling of public Moments, which provide a glimpse into the range, depth and quality of experiences that are shared by users on the site.

Sample Moments	
Individual Moments	"In the Dining Room" "I'll Remember you PiPi" "Reagan Shot" "Scott Joins Army National Guard" "London Snow" "A few of my Favorite Things"
Moment Groups	"Pathway to Marriage" "Flood08 Rebuild" "Spring Soccer 2009"

Key Features

The key features of thisMoment revolve around the creation, viewing and sharing of Moments, either through a computer or mobile device. Though completely usable as a standalone service, thisMoment doesn't operate in a vacuum. It allows users to build Moments using assets from a wide variety of external sources, and to push their Moments out to a blog or their favorite social network. In addition, thisMoment also provides a multitude of ways for users to interact with their friends and families around their Moments, creating a holistic experience that enables everyone to contribute and share their perspectives.

Below is a list of key features that are currently available – more will be added in the coming months:

Creating Moments	
Easy Moment Maker	Using the proprietary "Moment Maker," users can easily add as much or as little information as they want to each Moment. Available options include: title, description, emotion, date, location, photos, videos, links, and people who were "in the Moment." Moment Maker 2.0 (account must be activated to see link)
Past, Present, and Future Moments	User can add Moments from any part of their lives, including those that occurred in the past, those that are happening right now, or Moments they are looking forward to in the future.
iPhone App	Add, edit, view, and share Moments via an iPhone App (free) (Tutorial)
Add Moments via Email	Add and edit Moments via a dedicated email address that users can customize in the email section of their Preferences Tab (tutorial)
Mobile Web	Add, edit, view and share Moments via a mobile web-enabled device. (m.thisMoment.com – viewable only from mobile devices)
Shared Moments	When someone is included in a Moment, they can immediately add their comments, photos, videos and links to the Moment, as well as "seize" the Moment and add it to their timeline (FAQ)
Linked Media Services	Users can access their media from linked services including Flickr, YouTube, Photobucket, Picasa and Facebook (FAQ and Preferences - account must be activated to use preferences link)
Public Media Services	Users can easily search and select publicly-available media from Flickr, YouTube, Photobucket, Picasa, and Facebook, and add it to their Moments
Premium Media Services	Users can search and access public media from premium providers and add it to their Moments. Premium providers will be added on a continual basis (Moment Maker 2.0 (account must be activated to see link)
Momento™ Store	Users can visit the Momento Store where pre-packaged, premium Moments are available to add to their timeline
Auto-Profiling	Users can create profiles for their friends, children or pets by simply including them in a Moment. This begins generating a profile of Moments for them that they then claim upon signing up (patent pending) (FAQ)

Viewing Moments	
Moment Theater	Seamlessly combines text, images, video and more from multiple sources into a rich, unified experience (Link)
Moments Tab	Offers quick browsing and filtering of a user's Moments and their friends' Moments (Link)
Site Search	Find Moments by searching people, places, Moment names, and descriptions (Link)
Homepage	Shows a filtered activity view from all users around the world and enables visitors to browse featured Moments (Link)
Filtered Timeline	A drop-down menu next to every timeline features a number of filters to help people discover Moments. The "[NAME] and Me" filter is a fun way to see which Moments users have shared with the person whose timeline they're viewing.

Sharing Moments	
Embedding Moments/Timelines	Users can either take a single Moment or an entire timeline (public moments only) and embed it anywhere on the Web. (Blog)
thisMoment on Facebook	All of thisMoment's functionality will be available in the Facebook environment, allowing users to create, view and share Moments while they're on Facebook (beta user profile and an individual Moment)
Tiered Privacy Settings	Privacy is set at the Moment level. Available settings include: <i>Private</i> (Moment visible only to the creator); <i>In the Moment</i> (visible only to people the creator includes "in the Moment"); <i>Friends</i> (visible only to people on thisMoment Friends list); <i>Family</i> (visible only to people on Family list); and <i>Public</i> (visible to everyone, including search engines) (FAQ)
Broadcasting Moments	After creating a Moment, it can be automatically posted to Facebook, Twitter, and FriendFeed (FAQ and preferences link)
Find Friends	After linking Facebook, Google, and Yahoo! accounts, users can find friends and contacts on thisMoment and invite new people into the thisMoment service (Link)
ShareThis	All public Moments can be posted anywhere on the Web via the ShareThis API
Vanity URLs	Users can customize the URL for their profile (e.g. emily.thisMoment.com) (Link)

For tutorials and step-by-step directions on the features listed above, please visit our [Help](#) page.

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