

March 13, 2014
For Immediate Release

Introducing Steller – Beautiful Mobile Storytelling App for iPhone & iPod touch

Design and publish stories with photos, videos and text on iPhone and iPod touch.

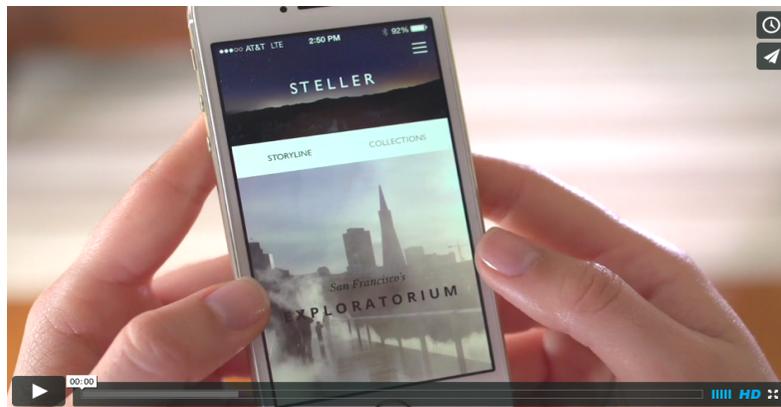
Woodside, CA. Mombo Labs, Inc. today announced the release of Steller, a new app designed for creating and sharing beautiful stories, all from iPhone or iPod touch. The team includes tech veterans Mark Lucovsky, Vadim Spivak, and Richard McAniff. Steller is available starting today from the App Store.



Brother and sister design team Brian McAniff and Karen Poole set out to rethink storytelling from a mobile-first perspective. "Everything out there was web first and mobile second," said Karen Poole. "We wanted to create an app that was specifically designed for mobile, enabling real-time, authentic, and on-the-go storytelling."

Steller allows users to create stories by combining photos, videos, and text directly from iPhone or iPod touch. Users can also follow their favorite storytellers, create collections, and share content both inside Steller as well as on other popular social media such as Pinterest, Twitter and Facebook.

"We think that everyone has a story to tell," added Karen Poole. "Stories that inspire, stories that teach, and stories that make us laugh and cry. We want to unlock the inner storyteller in all of us."



Steller demo video: <http://steller.co/demo>

Steller has been in Beta for several months and already features a vibrant community of inspiring and influential storytellers. "We have been attracting people from all walks of life, all with different perspectives and stories to tell," said Jay Wilder, head of Marketing and Community Engagement.

Emily Harrington, a world-class rock climber who has scaled some of the world's highest peaks (including Mt. Everest) uses Steller to share her adventures. "Oftentimes I only have my iPhone with me when I'm traveling in remote places," said Emily. "It's the tool I use to capture my experiences and later share them with the world. Using Steller has allowed me to tell my stories on a powerful and compelling social platform straight from the iPhone. It's a beautiful and hassle-free way to create content in the most rigorous and harsh environments, allowing me to share in a more direct and authentic way."

Check out one of Emily's stories here: <https://steller.co/stories/201686030061930059>

Additional stories: [San Francisco's Exploratorium by Karen Poole](#), [Margaritas by Ashley Marti](#)

Steller is available for free from the App Store on iPhone and iPod touch or at www.AppStore.com/Steller.

Media Kit: <http://steller.co/press>

Website, Demo, Twitter: <http://steller.co> / <http://steller.co/demo> / <https://twitter.com/stellerstories>

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