

PRESS RELEASE

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STELLER INTRODUCES PRIVATE ACCOUNTS

iOS app releases major update with emphasis on sharing visual stories with friends and family

Woodside, CA - [Steller](#), the mobile-first visual storytelling app for sharing elegantly-designed short-form stories with photos, videos, and text, today announced the introduction of Private Accounts, plus additional features. The new version is available now for free on the App Store for iPhone and iPod Touch.

With the update, Steller's aims to meet the needs of users who value privacy. Private Accounts give each user a simple account-level control to share stories with a list of approved followers only such as friends and family.

Named Editor's Choice and one of the Best Apps of 2014 by Apple, Steller has attracted a community of top social influencers, bloggers, prominent brands, and everyday users. With the app, users conveniently design and publish multi-page stories using their photos and videos, all right from their iPhone and iPod Touch. The result is an interactive visual viewing experience that allows audiences to flip through stories page-by-page with a swipe of their finger on the screen, inside the app or via mobile web link; desktop viewing is supported as well with click to advance.

"Today, people are taking more photos and videos than ever," **said Karen Poole, co-founder and Lead Designer.** "At the same time, they need a way to transform those digital memories into something that's beautiful, enduring, and secure on mobile. With Steller Private Accounts, users now have a beautifully designed mobile format that's perfect for real-time sharing as well as saving moments to return to time after time. It is a reinvention of the classic physical photo album for today's mobile world."

The ability to follow both private and public accounts on the app is permitted, allowing community members to create their own personalized blend of content in their feed. This can include private stories like weddings, the birth of a child, and vacation stories as well as recipes, lookbooks, DIYs, adventures and more from authors sharing publically on the app, of which some are showcased daily in Steller's Explore tab.

The full list of new Steller features includes:

- **Private Accounts:** Share stories with an approved list of followers only (follow by request)
- **New Themes:** Introducing three new authoring design themes
- **Share to Instagram:** Select an image from your story to post directly to Instagram
- **Discover People by Topic:** Discover new people to follow by topic on the Explore tab
- **New in-app web browser:** Open web links from stories directly within Steller App
- **Create before sign-up:** No sign-up required before creating first story

For more information, please visit steller.co. For press images and assets, please view [this Dropbox folder](#).

About Steller

Steller is visual storytelling reimagined for today's mobile-first world. From everyday moments to life's most enduring memories, Steller lets everyone capture and share their stories with expressive and elegant design, simply and conveniently on the iPhone and iPod Touch. Since launching in March 2014, the free iOS app has been featured as an "Editor's Choice" by Apple's App Store, is displayed on Apple devices in Apple retail stores globally, and named one of the Best Apps of 2014 by Apple.

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