

PRESS RELEASE

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For Immediate Release

STELLER LAUNCHES AN EXPANDED VISUAL STORYTELLING EXPERIENCE

An enhanced iOS app for creating, saving and sharing elegantly-designed mobile content

New York - [Steller](#), the mobile-first visual storytelling app for creating beautiful short-form stories with photos, videos, and text, announced an updated feature set for expanded creativity and enhanced discovery. The new Steller focuses on ease-of-use, introducing new tools that make it simple for anyone to create elegantly-designed stories. The browsing experience is also enhanced with new features designed to help viewers find content that's targeted to their interests.

Designed as a mobile-first experience, the app has attracted an on-the-go community of everyday users, digital creatives, and prominent brands looking for a more convenient way to document, share and discover immersive visual stories, all in one platform.

Steller has secured top cross-platform creators, with its top 1% of users yielding a social reach of over 100M. The ability to seamlessly share stories across networks and the web has attracted top influencers from Instagram, Pinterest, Vine and the blogging world. These creators publish and broadcast out their visually stunning adventures, healthy recipes, inspiring travelogues, entertaining creative series, stylish lookbooks, and useful DIYs in Steller's mobile-first format.

Steller has also attracted a number of established brands such as Urban Outfitters, Free People, Lululemon and Madewell who publish and share inspiring, educational and entertaining stories with their audiences.

"Sharing my stories on Steller allows me to connect at a deeper level with my fans and often sheds new light on an upcoming collection," **says prominent fashion designer and Steller user, Valentina Kova.** "Steller sparks my imagination to share the backstories behind my brand in a way that is unique to the simplicity and depth of this new medium."

With users at the heart of the app's robust design enhancements, the new Steller redefines the way we can all tell stories through our mobile devices, with new features including:

- **Theme-based creation:** Enhanced selection of page layouts organized into Themes allow users to easily choose an overall design look and feel for their story
- **Enhanced design layout selections:** Updated Theme layouts match fonts, colors, graphics and overlays to make design decisions simple while allowing for personalization

- **Streamlined authoring:** Import all photos and videos at once. Compose your story as a whole by applying page layouts to media, entering text, cropping photos and videos, and arranging pages. Preview before publishing with the option to save as draft to return later.
- **Continuous discovery:** Find fascinating stories from people around the world based on your browsing habits from the new Suggested Stories at the end of each story. Discover new authors and stories socially in the Following Activity Stream from friends based on their interactions with authors they follow and stories they like, comment on, and republish

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

About Steller

Steller rethinks visual storytelling through a mobile-first perspective. From everyday moments, to epic adventures, step-by-step recipes, or the birth of a child, Steller is the first medium for a connected world that saves and shares stories in a dynamic, beautiful way from their phones. 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.