



PRESS RELEASE
29 July 2015

TRACES: Make your mark on the world

The world's first augmented messaging app now supports public sharing

[Traces](#) is an app for iPhone and Android designed to bring emotional meaning and physical relevance to digital interaction and content sharing. At heart, it's a means of **sending messages** not to people, but **to places**, a way to leave a bubble of content floating in the air, hovering between the real world and digital one, just waiting for someone to collect and discover with a wave of their phone.



When [Traces](#) launched in Beta last year, it revolutionised **private messaging**, allowing its users to send content to specific locations around the world, for their intended recipient to collect via smartphone. Users, tech professionals and international press recognised its potential to transform the social landscape. As the first ever **geomessaging app** that successfully harnessed the power of social networks, location-based services, messaging and media sharing, Traces uses the power of place to turn the act of digital communication into the creation of an emotionally resonant experience.

Now, relaunched for 2015, Traces has expanded its scope to include **public-sharing functionality**. This means it doesn't just change the way people communicate, it also creates a new **location-based publishing platform** for individuals, creatives, brands and businesses worldwide.



Why Traces exists

The app was conceived by the neuroscientist, perception specialist, TED speaker, and tech entrepreneur **Beau Lotto** – a man on a mission to enrich everyday life with emotionally rewarding experiences. Considering the effects phones have on our general happiness and feeling of connection to the people around us, Beau realised that although the app market offered hundreds of ways to send messages and share content, there was nothing that successfully combined digital technology, physical location and human emotion.

WhatsApp, Snapchat and their ilk may be effective platforms for exchanging messages, but Beau was sceptical about the level of meaningful communication they enable. As a neuroscientist, Beau is fascinated by the way our brains translate information into memorable, meaningful experiences – Traces is designed to help them do exactly that.

Together with a talented team of designers, developers and behavioural scientists, Beau turned to augmented reality. With increasing demand for wearable technology, the augmented-reality app market is predicted to have a \$1.5 billion revenue stream by 2015 (Juniper Research). By recognising the emotional importance of being in the world and the possibilities of blending the physical and the digital, Traces is set to change the way we connect on a daily basis.

“Our research shows that people rate content received through Traces as better and more meaningful than the same content received through conventional messaging apps. It also increases their sense of closeness to the person or brand sending it.”

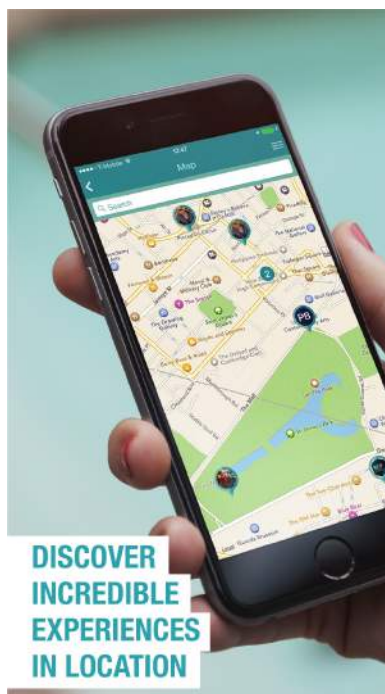
– Professor Beau Lotto

How it works

Traces is the world’s first augmented messaging app, allowing information and ideas to be tagged to a particular place and retrieved via smartphone. The app combines proprietary patented advances in GPS technology and augmented reality. Rather than sending a message to a person, Traces allows you to send it to a location, where it is left as a virtual water droplet. Simply fill the trace in the app with content and then drop it anywhere in the

BEAU'S TRACES

world via the Traces map. You can create bundles of images, songs, videos or messages that can only be unlocked when the recipient passes within 50 metres of the spot you direct them to, or which are left unlocked and accessible to anyone with the app who passes by. To access the trace and discover the message, the recipient just 'catches' the droplet with their phone. It's easy to set up, intuitive to use and designed (or 'neurowdesigned', to use Beau's term) to elicit a positive emotional response in the user.



Traces as a **sharing tool**

Traces' original purpose was a **private messaging** app and it still offers this function, allowing users to 'gift' text, images, audio and video to other individuals by sending it to specific locations for them to find. Distant friends in Australia can pick up a digital mixtape left on a sunny beach for them by friends in the UK. Lovers can create treasure hunts for their partners across the places that shaped their relationship, or leave notes at the place they met to be discovered years later. Friends can pick up secret notes left on their route to work.

Messages in any format can be left anywhere around the globe – giving the simple act of digital sharing the meaning it has lacked until now.



Traces as a **content platform**

For brands, businesses and creative individuals alike, Traces' new public-sharing function allows them an avenue for publishing and sharing their ideas with the world, and a new, richer channel for engaging with their audiences – whether it's through displaying their work, gifting exclusive content, or pursuing innovative new engagement models.

London street artist **Steam156** has already used Traces to create an exclusive graffiti tour of East London.

Music and literary fans across the UK have discovered [free ebook samples at Download Festival](#) and venues across country, from **Penguin Random House**.

“One of our digital publishing objectives is to experiment with how content can be distributed in different ways, particularly for mobile users. Traces presents a really interesting new way for us to connect directly with the audiences of our titles at key events and locations; in a way that essentially brings digital storytelling experiences into people’s lives with an exciting new means of delivery.”

- **Dan Franklin, Penguin Random House**

The potential uses by individuals and brands are limitless. A band could leave traces of their recording process around a city, rewarding users with exclusive content. Cinema fans could use the app to tour filming locations, picking up behind-the-scenes features from their favourite releases. Businesses could dispatch feedback on client briefings straight to the boardroom.

Beau Lotto’s goal is to make **Traces the social platform for location** – building a spectrum of diverse and creative digital experiences.

Brand and creative partners publish their campaigns in location through the Traces Studio – a cloud-based desktop publishing platform. Although mobile is the predominant platform today, the Traces architecture is designed to be easily adaptable to platforms of the future, such as eyewear and Virtual Reality devices.



The **versatility** of the Traces platform gives it access to diverse markets, including **social networking** (predicted to be worth \$19.4 billion by 2016); **messaging** (US\$16 billion by 2016); **media sharing** (US\$30 billion by 2017); and **location-based services** (US\$10.3bn by 2015). Traces has the potential to benefit businesses in all sectors, brands of all sizes and individuals from every walk of life – uniting them all through the power of place and the simple, adventurous thrill of the treasure hunt.

For more information about Traces, or to request interviews with Professor Beau Lotto, please contact **Sabine Zetteler** at sabine@zetteler.co.uk or call +44 (0)7791 568890.

Neuroscientist, perception specialist and TED speaker **Beau Lotto** – *a man on a mission to enrich everyday life with emotionally rewarding experiences.*





Notes for Editors

About Beau Lotto

Beau Lotto is the world's foremost professor of neuroscience, specialising in the biology and psychology of perception, which is at the core of complexity, wellbeing, creativity and innovation. His renowned research – published in two books and more than 60 papers and reviews in international journals – blurs the boundaries between neuroscience, design and the arts. One of the most talked-about entrepreneurs in the world, he is the CEO and founder of Ripple Inc, the pioneering neurodesign company behind the geo-messaging app Traces. Beau's experiential approach to communicating science has won him international acclaim and a global audience through appearances on BBC TV's Horizon programme, the National Geographic Channel, three TED talks, the RSA series, G8, Google and *Wired*.

www.lottolab.org

About Traces

Professor Beau Lotto has invented the world's first augmented messaging app: Traces. Traces lets you make your mark on the world by sharing your ideas in a completely new social way – tagged to the places that matter to you. Instead of sending a video, picture or text to someone's phone or posting online, with Traces you can send it to a physical place. To get your trace, people have to be in the right place. To open a trace, catch the drop with your phone to discover the message inside.

The app was conceived by neuroscientist Beau Lotto to explore how the principles of neurodesign can be harnessed to create more meaningful digital experiences. Traces is privately funded by angels on the US West Coast and in the UK.

The Traces app relaunch coincides with the unveiling of **The Ommatidium** on London's Old Street. A collaboration between Beau Lotto and industrial designer Samuel Wilkinson, the Ommatidium is a unique sculptural installation representing the space between the physical and virtual worlds. Consisting of a canopy of crystal prisms that refract sunlight onto the pavement, it has been conceived to act as both an icon and meeting point for the Shoreditch neighbourhood, and as a hub location for the deployment of Traces.

To download Traces, visit >> <http://www.traces.io/app>

To apply for access to the Traces Studio, visit >> <https://studio.traces.io>

Twitter >> @tracetheapp

Facebook >> /tracetheapp