

Get ClosrrTM to your inner circle

Communication has always been a big deal really. Ever since Caveman Ugg sent out smoke signals to Caveman Oog and his Neanderthal pals to confirm their after-dark session of monkey business, mankind has always sought ways to communicate with each other more effectively. Cut to 1983, the first mobile phone weighing in at a whopping 2 kilos, kept us busy for a while, but we didn't stop at that. Today, with approximately 75% of global mobile phone sales being attributed to smartphones, that's a whole lot of progress and talk that's been going around. With the advent of the digital age, the boffins in IT took things to the next level and brought us goodies like ICQ and AIM, opening up new channels to socialise and be heard. Teenagers took to it like moths to a flame. Fast forward to today and you'll find hundreds of articles on Public Etiquette 101 that outlines how to have a conversation without touching your phone. Yes, we've inadvertently turned on 'Overkill' mode and we've become victims of our own successes.

The Revolution Begins...

Beeps, dings and pings dominate our daily lives. Talk, talk and even more cross-talk. Incessant beeping and buzzing, Group chats, Public platforms. Multiple-user messages. Everyone's talking to everyone and the 'noise' generated in our lives makes a cacophony seem like a feeble whimper. Out of control? Not for long if we can help it. We are Rappier, a Singapore based startup venture which focuses on developing apps that are lifestyle-centric, and we've taken it on ourselves to redefine communication so that you can focus on what matters the most in this day and age.



Launched in October 2015, ClosrrTM is our first offering that promises to revolutionise the way you communicate with those around you by giving you a more self-defined control over your contacts. With an interface that's deliciously easy on the eye and a pleasure to poke around, it's a platform that's built specifically for you to get closer to your loved ones, thereby bringing back the 'personal' in communication. Based on the premise of being able to create your own social circles, no longer will you need to reconsider twenty times over before sharing something that's not meant for public eyes, nor would you get drowned in a conversation that doesn't warrant your precious time. Closrr ensures that only those who matter, get the inside peek. This way, you get to de-clutter, reconnect and get closrr to only those who matter.



Highlights to get you *Closrr*TM



Developed simultaneously in Singapore and India, our team have put a lot of thought-process into the framework of this app and the features it carries. After identifying all the various scenarios that clutter our modern-day lives, where we have thousands of contacts and various circles that sometimes have the tendency to intrude into our peace of mind, we've created a few pretty nifty features that, when put into play, give you the opportunity to get your shine back. Here are a few to give you an idea of what's possible.

- Use 'conversations' to chat with other closrr users (one-to-one or in groups of 10)
- Refreshing new interface that is being loved by our 20k+ users already
- Assign multiple shortcuts to each contact accessible right from the chat screens
- A Personal Social Network where users are in full control of their social interactions
- Invoke pre-configured and personalised shortcuts to reach the contact of your choice using minimal taps
- Easy access to a 'Panic' button to either reach your emergency contact and the local Police/ Ambulance hotlines with a single tap wherever you are across the globe

As interesting as all that sounds, it's only the tip of the iceberg as we've got a whole lot more planned out for your benefit.

After our successful simultaneous release on both Apple iTunes and Google PlayStore for iPhone and Android users, we at Rappier want to make sure that everyone becomes a superhero of their own social universe without having to wait a turn. There's a whole host of features that's going to be rolled out in different phases, and that's definitely something worth looking out for!

Initial marketing plans are for India on all major digital media platforms, followed by the rest of the Asia-Pacific region and then globally. The app has been launched recently on Appstore and Playstore, so do visit www.closrr.com for more information.

Go ahead, take control. **#getclosrr**

