The GIF Game App That Makes You Funny

Fun mobile app adds more ways to be hilarious with GIFs

Portland, Oregon – May 18th, 2016 – Today YIX, a multiplayer GIF experience, is live in the App Store. The overhaul of the popular app allows anyone to quickly be the center of attention.

We believe everyone (well, mostly everyone) can be hilarious and has a sense of humor. If you do have a sense of humor and an Apple device, YIX is for you. YIX brings GIFs into a multiplayer game that can be played with friends or strangers. We have been building and experimenting with YIX for the past 2 years and are excited to share it with the world. We built this game because we wanted to play it and we are going to continue to expand.

Here's what we're proud of:

- **A New form of Advertising** - Advertising is seamless and integrated politely into gameplay. We respect the brands and the players, and deliver maximum benefit to both parties by the way we present advertising.
- **Play at your own pace** - A game can be as short as a 1-round "Stranger Danger" round or an ongoing match with friends making a game always available.
- **Expanded features** - Players can see a feed of all trending plays, compete for a top slot on the leaderboard and save unlimited favorite GIFs. We also added search support through GIPHY and have added an inbox feature to introduce players new topical GIFs.
- **A New User Interface** - We overhauled the navigation to make it easier than ever to play and share any GIF experience.
- **We are different** - The founders live in Portland & Seattle and believe in fun first - if we aren't in a positive place, we won't do anything until we are. Because of that, we execute efficiently and make decisions seamlessly. Work is joy for us.

We are expanding to Android Summer 2016 with more exciting releases up our sleeves.

If you would like further information on YIX, or you would like to schedule an interview, please contact us at: press@yix.io

Email: press@yix.io
Twitter: @playYIX
Website: http://yix.io

Watch our Video: https://www.youtube.com/watch?v=DZV7FroRmaw

Download the app: https://itunes.apple.com/us/app/yix/id849463436?ls=1&mt=8