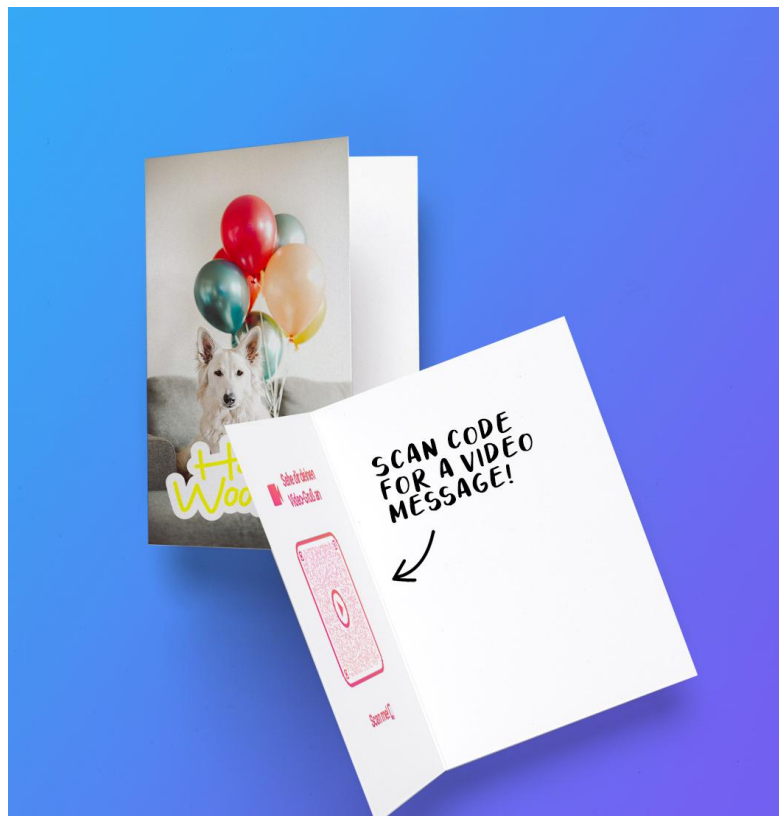




PRESS RELEASE

New postcard variety - MyPostcard launches the video greeting card

Berlin, 19.07.2021 - MyPostcard revolutionizes the possibilities of a greeting card and announces the launch of revolutionary video card. Since 2014, the Berlin-based company has been providing its users with real printed postcards personalized individually via app. Now the German startup is launching a new, innovative product - personalized greeting cards containing their own individual video message.



The Berlin-based startup is known for its innovative spirit and is now launching the video postcard following the introduction of the audio card in November 2019. As one of the world's only on-demand provider of this service, MyPostcard users can have their visual greeting message produced from the very start. This means that end-consumers can now also send individualized cards.





The video greeting card in DIN A6 format is available from €4.49 (plus shipping) in the MyPostcard app. As usual, 13 different greeting card layouts are available for visual design. Simply record a personal video and upload it to the app. When the recipient opens the greeting card, they can watch the personalized video message by scanning a QR code on the inside of the card. The QR code can be played back for 30 days. The video card makes it possible for senders to be there with the recipient on the day with a picture and in color at any time and from anywhere.

A picture is worth a thousand words

Video content has been very popular among online users for years. And that interest is not unfounded, of course: People spend much more time every day with video formats than with text and are able to recall them 8.3 times more effectively. No other form of communication offers such an authentic, close and above all genuine opportunity to convey one's own feelings and emotions. In addition, and especially important during the pandemic, distance can be kept, but loving messages can still be sent to recipients.

About MyPostcard

The postcard of tomorrow: MyPostcard is Germany's most successful postcard app, letting customers send their own photos as real printed postcards. The app is currently available in ten languages and is home to the world's largest collection of postcards for sale with more than 50,000 designs available. With the help of an international network of printing houses, MyPostcard takes care of printing and delivering the personalized postcards. Founder and CEO is Oliver Kray, a designer and serial entrepreneur. The company is headquartered in Berlin with an additional office in New York and currently employs 30 staff. It is ranked among the top 1000 fastest growing companies in Europe according to the Financial Times, even achieving place 19 in the ecommerce sector.

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