



Celebrity Couple the First to Share the Bliiss

Revolutionary new photo-sharing app premieres at Toronto wedding

TORONTO, July 23, 2013 – Bliiss, a ground-breaking new photo-sharing app designed especially for weddings, launched on Sunday in Toronto. The North American premiere of the innovative new app was at the wedding of Academy Award winner Roger Christian and chic cultural expert Lina Dhingra. The app, created by celebrity photographer Jag Gundu and 70 Main Street principals Charles and John Smid, allows all guests to contribute to one online album by instantly uploading pictures from smartphones or digital cameras, enabling newly-weds to “capture every moment”.

“My wedding, the day every girl dreams about, is a memory I want to cherish for the rest of my life,” says bride, Lina Dhingra. “When my photographer Jag told me about Bliiss, I knew I wanted it at the wedding. Now I can relive the entire day, even the parts I missed. It’s like a private Instagram.”

Wedding guests in attendance at the Toronto Hunt Club included Imperial Stormtroopers to highlight Christian’s award-winning work as set director on the original Star Wars. Further, the wedding featured two young boys armed with iconic lightsabers (which Christian invented) as ushers for the traditional ceremony. The intimate affair was a multicultural mix of Indian and British traditions, including High Tea and an Indian “Pheera” (Fire) ceremony. At the reception, Hollywood went Bollywood against the beautiful backdrop of the Toronto waterside. And every single moment was captured thanks to Bliiss.

“When shooting weddings I always had to compete with so many guests armed with smartphones trying to get the perfect shot,” says Bliiss creator Jag Gundu. “I decided it was better to work with them, not against them. Bliiss started as an idea, but it now brings together guests and photographers at a wedding in a really exciting way.”

Bliiss is designed to offer a full experience for all friends and family of the bride and groom. By allowing everyone to participate in producing the wedding album, it catches the whole event from every angle. Bliiss has no boundaries - people that are unable to make the wedding, due to age, illness or distance, can feel like they were there by watching photos arrive in real-time on their computers or smartphones. Since the album is private, only invited guests can view, share and interact with photos. Bliiss also allows users to revisit the event and engage by commenting on or liking pictures.

“Everyone getting married wants to extend the spirit of the day before, during, and after the event,” says 70 Main Street founder, Charles Smid. “This concept has mass appeal; it can be used anywhere, even for destination weddings where many guests can’t attend. The sky is really the limit for this app!”

About Bliiss

Bliiss, created in Toronto, is a photo-sharing app made specifically for weddings. Created by digital agency 70 Main Street and professional celebrity photographer Jag Gundu, the app allows all wedding guests with smartphones or digital cameras to contribute to one perfect album. By letting guests share instantly through the mobile app or online, Bliiss helps newlyweds overcome the problem of retrieving photographs from wedding attendees, gives guests the opportunity to relive the event by interacting



with the album, and provides loved ones who couldn't make it the opportunity to watch the wedding in real-time as photos stream in.

Couples preparing for their special day, or guests wanting to give a memorable gift, can share the Bliiss at www.sharethebliiss.com.

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