

SMALA - SHARE AND HAVE FUN WITH YOUR FAMILY

Perhaps you're affected by the COVID-19 containment measures and your family - children, parents, grandparents - feel far away from you.

Keep in touch with Smala App. Youngers and elders, take advantage of these moments for creative and fun activities with your family, communicate, express your emotions. You'll feel close, even from afar!

Smala app brings families together and strengthens intergenerational bonds, while stimulating creativity in a secure environment. No matter how your family is structured - reconstituted, shared custody, separated by long distances, or more traditional - Smala is adapted to the realities of today's families.



An application designed with families in mind

Smala offers creative activities to its users to stimulate little ones, while allowing parents and grandparents to create a family journal by sharing drawings, photos and messages. To do this, the application offers fun mini-challenges inspired by a weekly theme (Let's eat, Fall, Playtime). These are ideal for creating strong bonds and assuring intergenerational transmission. Because the app is very easy to navigate, children can use it independently. And Smala is even Kidsafe compliant.

"Our goal with Smala is to allow families to get closer and become more playful with each other. Relationships are strengthened when families have fun together. We often hear that technology tends to drive people apart, but at TOBO we believe that it can actually benefit human relationships," explains Florence Roche, Executive Producer at TOBO. "Smala is our answer to the time and distance that often separate families. It's an intergenerational application that brings families closer to each other. It is a safer and more ethical alternative to social media that is not suitable for children and mines our data!"

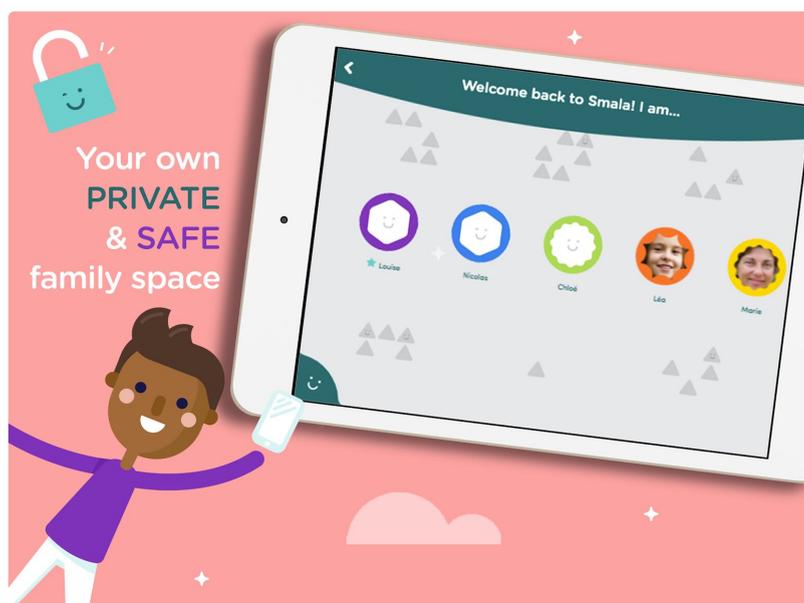


A safe and ethical alternative

Unlike many apps and social networks, Smala is suitable for all family members, and addresses concerns about technology, like data protection and privacy.

Content is created and exchanged in a secure environment, not shared with strangers or sold as business data. Users own their data and can remove it if they wish. As well, the experience will not be polluted by advertisements, nor unwanted or inappropriate content or links. The application was designed to protect privacy according to the principles of Privacy by Design, a new wave of more ethical design, in line with the new regulations that are emerging to protect consumers such as GDPR in Europe or COPPA in the USA. Understandably, this added value of protecting your loved ones cannot be free: Smala is offered as a subscription (\$4.99/month or \$49.99/year, introductory offer) because if something is free, *you* are the product.

Smala therefore respects privacy and data security, allowing families to easily share with each other and stay in touch. It's simple: download the app from the App Store or Google Play, create an account, and start building family memories with Smala's fun, creative and rewarding activities!



About TOBO Studio

TOBO is a digital studio dedicated to today's children and families. Co-founded by three moms in Montreal in 2012, TOBO innovates and creates internationally recognized digital content (applications, games, web series).

www.tobostudio.com

Contact

For any information please contact us at contact@smala.family

Smala's Links

Website: <https://smala.family/en/>

Trailer:

https://www.youtube.com/watch?time_continue=8&v=bqywungrzBI&feature=emb_logo

The application:

Web (desktop): <https://web.smala.family/en/>

App Store: <https://apps.apple.com/ca/app/smala/id1427840227>

Google Play: <https://play.google.com/store/apps/details?id=com.smala.family>

Languages

English-French

How to join

One month for free!

Contact us after creating your free account for complete free access: contact@smala.family (please specify the email address you used).

Steps:

- 1. Create an account
- 2. Invite the people you want to join your Smala (by SMS or email) and/or add profiles to your account (up to 6)
- 3. Create and share content. A new theme and mini-challenges every week!

Have fun!!!