

Press release Focussion

Focussion is not just another photo gallery.

Unlike Flickr and Picasa, Focussion is primarily interested in quality, not in quantity. A close committed community of passionate photography enthusiasts encourages each other to improve their skills. Join the club and see for yourself.

Let your next shot be your best one.

Focussion is different:

- Earn **tokens** by posting comments / Trade tokens for uploads
- **Quality** above bulk
- A passionate **community**

Tokens

Photography is all about exposure and showing your light to the world.

Imagine the frustration of most young talent, who never receive feedback and remain in the dark. Had they posted their work on Focussion, their peers would have taken an effort to really appreciate their work.

Now imagine a community with committed people who *really* love to review each other's work. That's Focussion.

This token-driven system causes a unique commitment among users, improving each other's skills by providing feedback. Because tokens are solely earned by commenting on each other's work, users *have* to comment before they can post. So when it's time to select pictures from your private portfolio, you'll probably want to upload only your very best.

Quality

Focussion is not a dumpster for bulk uploading from cam phones. Instead, users are encouraged to seriously contemplate their contributions to the community. Since your uploads are financed with tokens, you might select your brightest photos for sharing.

Community

Focussion can be compared with a virtual group of friends discussing a painting in a museum. The major difference is co-creation. Each member is as much a contributor as he is a critic. Moreover, unlike the type of short comments you'll find on other photo sites, Focussion members will discuss and elaborate, rather than reply in short sentences.

The atmosphere on Focussion is one of friendly neighbourship. Pros and beginners alike gather to teach and learn. A rich, committed community evolves, in which the key value is quality of image.

Advantages of Focussion

- A simple, clean and intuitive user interface.
- Built on a fast and clever uploading engine
- The home page always displays the latest uploads
- 99.9% guaranteed feedback

Future developments

We're currently working on some really exciting advantages:

- Premium accounts
- Larger pictures
- Compiling and uploading series
- Contests and awards

Get started and create your account on www.focussion.com