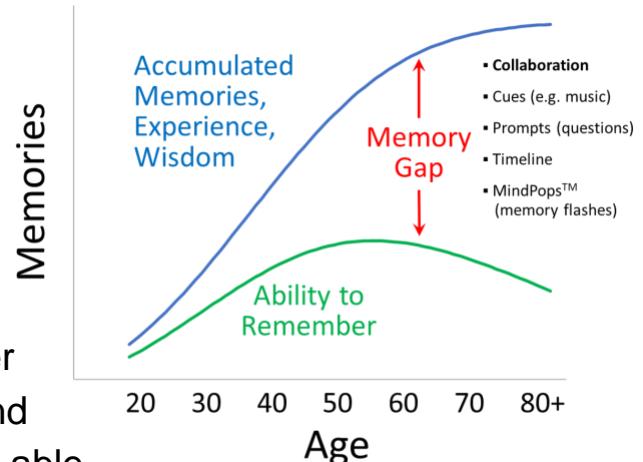


CueBack Releases New Collaboration Feature for its Social Engagement Application

CueBack is a collaborative reminiscing and social engagement application. It leverages scientific research in the areas of reminiscing, nostalgia, positivity bias, and Dunbar's number to address problems such as social isolation and loneliness.

With its acute focus on the baby boomer market, the platform was specifically designed to be age-friendly. However, CueBack goes far beyond the traditional age-friendly features like adjustable text sizing, text contrast and icon choices.

Today, CueBack announced the release of its patented, color-coded collaboration feature that helps to close the Memory Gap - the difference between the memories we've accumulated and the memories we are able to easily recall. While the Memory Gap is experienced by everyone, it exacerbates with age. The older we get, the more memories, experiences and wisdom we accumulate, but the less we are able to remember them.



CueBack's key insight was that most of our memorable moments in life are ones we shared with others - family vacations, spring break with college friends, or cooking with Grandma. These memories do not 'belong' to any specific person who shared that experience; they are our 'collective' experiences and memories. When we reminisce with those

we experienced an event with, we are able to collectively piece the memory together in greater detail.

Unfortunately, people move to different states or even different countries so it's not always possible to physically get together to reminisce.

CueBack's collaboration feature allows family and friends to collectively reminisce, anywhere and anytime. Even if people are separated by geography or time zones, it's easy for everyone to co-create their shared memory by contributing when it is convenient for them. The color-coding feature allows users to distinguish who remembered which part of the memory, while reading the collective memory in full.

As we reminisce about shared experiences from years or decades ago, "collaborators" can help us 'close the Memory Gap' by filling in missing details. This results in a more complete and accurate recounting of that shared experience.

This collaborative approach to engagement also enables users to add their own perspective to a shared experience. In some cases, different people who witness the same event might remember things slightly differently. This is called the Rashomon Effect, a much-studied phenomenon that begs the question - Is one friend's memory correct and the other friend's memory incorrect? Or, perhaps more importantly, does it really matter?

In some cases, perspectives can be very different because of age, experiences, knowledge, and so forth. For example, a collaborative memory by a family about an overseas trip to Italy may include a father's reflections about monuments visited because he is an architect, a mother's description of how things have changed in Rome since she first visited twenty years ago, while their daughter might share details of her search for the perfect gelato.

The end result is a richer, more complete story that all members of the family will be able to look back on and enjoy for the years to come.

By enabling collaboration between users, CueBack encourages a productive exchange of different perspectives and ideas, and promotes active listening. It mimics how we communicate with people in real life, rather than relying upon a one-sided reminiscence model. CueBack reinforces the idea that our most cherished memories are generally ones we shared together with our family and close friends, and it makes sharing and collaboration accessible, no matter the physical distance between people.

