

PRESS RELEASE

Swemojis

How Swede can it be?



78 very Swedish emojis

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For Immediate Release
10-14-2016

Contact: Håkan Lejonkula
Wehay AB
hakan@wehay.com

Swemojis - 78 unique and very Swedish emojis

Now Swemojis is launched, 78 emojis with Swedish symbols, traditions and phenomena. They can easily be installed on your smart-phone or tablet via App Store or Google Play (coming soon), and be used when messaging or sending emails from your unit.

Among the favorites you'll find Swedish classics like Midsummer, Crayfish Party, Swedish meatballs, Swedish inventions and sport personalities. But also one or another that perhaps doesn't sound so Swedish, or how about Kebabpizza? Yes this exotic pizza was actually invented in Sweden according to Wehay, the digital agency that is behind Swemojis.

Every Swemoji come in three sizes, and with the Swemojis app you can easily access them the same way as you insert ordinary emojis when for example texting. One extra tap in the corner of the keyboard is all that it takes to switch to the Swemojis keyboard. When you tap on a Swemoji and hold your finger down the size choices pop up. Quick and easy. You will also get all Swemojis included in an iOS 10 iMessage sticker pack, so if you're on iOS 10 you can use the sticker pack only if you like. Both the Swemojis sticker keyboard and the iOS 10 iMessage sticker pack are bundled in the same app.

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The Finnish Ministry for Foreign Affairs was behind the Finnish emojis, Is there a similar institution behind Swemojis?

– No, it isn't, it is us at Wehay who thought there should be some typically Swedish emojis. There is for example a lot of Japanese emojis, quite naturally because they introduced emojis in the first place. We for example never used the emoji with the fish flags, however a gingerbread or a Swedish heart (Swedeheart) we could definitely have some use for we thought, says Wehay.

And here they are now, Swemojis, 78 very Swedish emojis. To install them just visit the App Store or Google Play (coming soon) and search for Swemojis. For the price of \$1.99, about the same as a 🍪 (fika) you get all 78 Swemojis to your unit. Isn't it Swede?!

For more information and images of all Swemojis visit: www.swemojis.com