

**COMPANY PROFILE**

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**Zokem**

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Zokem is a mobile communications and life-casting start-up that has set out to change how people communicate with each other. Zokem mobile application enables users to automatically share and publish their daily lives through mobile phones. Users' activities and status updates are shared in real time to friends' mobile phones, and to all major social networking services, such as Twitter and Facebook.

When Zokem users travel, communicate with friends, are in a meeting or update their status or in other words, live their lives, the service shares these events automatically across social networking services and friends. Users may choose how they want different events and activities to be shared. For example, Zokem can notify friends of the song and the artist they are currently listening to and share that same information to Last.fm. While enabling users to follow friends' daily activities on their phone's main screen, notifications give useful information also about nearby services and events, and provide, for example, daily weather forecasts for user's location.

Zokem's privacy management allows users define exactly how they want to share their daily lives with friends and family. Some users want to keep their privacy and share only some of their activities, for example, to family members' mobile phones. Some, on the other hand, want to utilize the full potential of the service and share every event of their daily lives with both family and friends in social networking services - through a single channel.