

The Bright Side of Life DilemmaMatch



New friends through Dilemmas

Want to find new social connections or friends who think like you? DilemmaMatch is the perfect app to help you find them!

Each and every person sees the world differently, with different beliefs, interests and opinions. DilemmaMatch will find people who share your approach to life across the street, in the next town, or across the world. DilemmaMatch is designed to entertain you and bring you into contact with new friends. By answering Dilemmas (as many as possible), or even creating your own, DilemmaMatch will show you your potential Soulmates - and can help you get in touch via Social Media.

How do we do that?

DilemmaMatch compares your interests and responses to Dilemmas with other users throughout the world. Our unique matching algorithm will find people who think like you and share your interests.

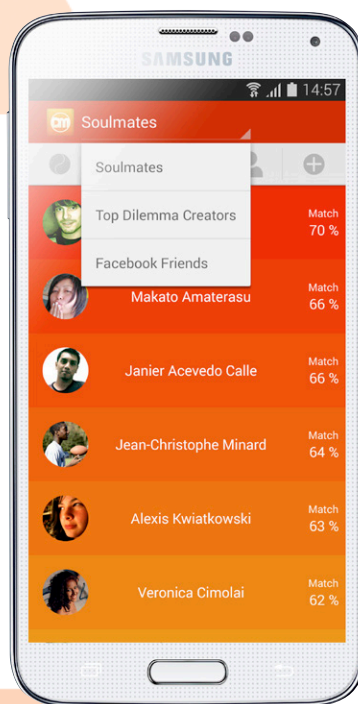
Give your motivation!

Not entirely happy with the choices on offer? Want to add a tip for other users? Then add a motivation to your answers. Give others a hint of what inspired your answer; find out how others think and fast track your search for new friends. And after you've answered a Dilemma, you can also upvote the motivations of others.

Interests

Entertainment & Media, History & Culture, or News & Politics? Our Dilemmas are divided into 10 different areas of Interest,

so you can choose Dilemmas that interest you the most. In the home screen you are offered all the Dilemmas you've not yet answered, and a new popularity percentage symbol indicates how popular each Dilemma is. The higher the popularity, the more people have answered each Dilemma.



You can select Dilemmas from a specific interest area by tapping one from the list in the Interests screen (or tap the Interest title in the Dilemma screen). You can also sort the Interests into your preferred order, influencing the Dilemmas you are offered, making it easier to find people who share the same interests.

Profile page

DilemmaMatch is linked to Facebook, so your basic information is taken directly from your Facebook profile, and updated every time you make a change. If you don't have a Facebook account, DilemmaMatch will make one for you! View your profile in DilemmaMatch, as well as those of your Soulmates. You can also visit the Profile page of a Dilemma creator by tapping their picture in the Dilemma screen. In your own Profile you can review your answers, see how your Dilemmas have been answered (Premium version) and check which badges you have earned. You can also add further motivations and upvote all motivations.

Soulmates

People with the same or similar answers will be shown in your list of Soulmates. The higher they score the better the match. This list will change continually, depending on the choices made by you and other users. You can also compare yourself with your Facebook friends and with the Top 10 Dilemma creators.

Special Dilemmas

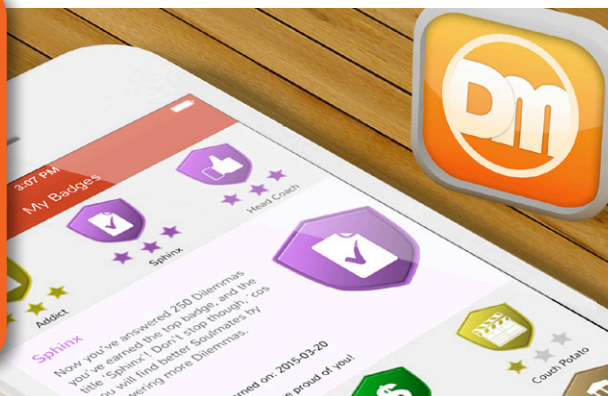
Some Dilemmas deserve extra attention, for example during a particular worldwide happening or event. Every user sees these special 'featured' Dilemmas and can answer them, so giving everyone the possibility of a close match with a new Soulmate.

Create a dilemma

Are you full of ideas? Do you want to create a Dilemma for your friends, or do you simply want to find out what others think?

Dilemmas should describe situations that require a choice between two or more options that are, or seem to be, equally unfavourable or mutually exclusive.

Choose the Interest area in which your Dilemma should appear - and optionally illustrate your Dilemma by adding a video, audio or a picture!



With DilemmaMatch Premium you are free to create as many Dilemmas as you wish.

Share a dilemma

Found an interesting Dilemma? Want to share it with your Facebook friends? No problem! Let them know about the Dilemmas you like or Dilemmas you've created! You can share a Dilemma with a single click, and friends on Facebook can view the Dilemma from your Facebook page. They can see which answers are the most popular via the DilemmaMatch web site, and even better, download the app.

Premium version

With the Premium version, you can see how often people answer your Dilemmas. You can also see how people answer, and review any motivations they provide. So if you are curious about how others think, upgrade to Premium and start creating your own Dilemmas straight away!

Badges

Adding to the fun - you can earn badges while using the app. Most badges have three levels (one to three stars), but there are also badges you can earn by performing a single action. Earned badges are displayed under My Badges on your Profile Page. See if you can collect them all!

Availability

The DilemmaMatch app has been developed to work on Android and iOS smartphones, but it can just as easily be used on a tablet. A special version optimized for use with a tablet's larger screen is planned for release

in the future. DilemmaMatch is 100% cross platform, so it doesn't matter which device your Soulmates are using.

Additional Information

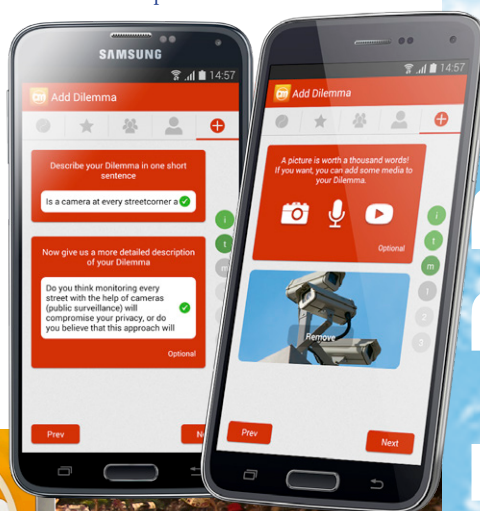
For more information, including features, FAQs, videos, and contact information, visit <http://dilemmamatch.com>.

Go to <http://dilemmamatch.com/press> to download images suitable for web/blogs. Higher resolution images can be provided on request.

More information?

If you would like to find out more about DilemmaMatch, please get in touch at info@dilemmamatch.com, or at: <http://dilemmamatch.com/contact>.

If you are interested in app or web development projects, you are very welcome to call us at (+31) (0)346 552700, or visit www.bright-side-of-life.com for more information about the Brighter Side of Software development.



BRIGHT SIDE OF LIFE

Established in 1992, the Bright Side of Life (BSL) is a dynamic and innovative software house located in Breukelen. Our engineers design and develop advanced Web 2.0, OS X and Windows applications, often using Oracle, Sybase and MySQL, and intelligent search and classification technology from Autonomy and Exalead. We also develop applications for mobile platforms such as the iPhone/iPad and Android.

BSL is synonymous with "flexibility and innovation", working with the latest development technologies. This has established BSL in the rapidly changing world of Web 2.0 design and application development. You can rely on BSL to quickly deliver web or workstation solutions to meet your specifications, on the platform of your choice.

We are also a supplier of advanced solutions for the management, online retrieval, publication and distribution of multimedia assets - including digital images, video, audio, illustrations, brochures (PDFs) and MS Office documents. Our unique and flexible FRS digital asset management technology can provide you and your users with secure, fast access to almost any type of digital information.



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