

JACK 45 APPOINTS NEW CEO

Michel Tombroff joins Jack 45 from Softkinetic (acquired by Sony in 2015), where he previously served as CEO

Brussels- 18th February 2016 - [Jack 45](#), the company that brings you Jack, a messaging service that allows the sender to specify the date and time a message can be opened by the recipient, has today announced the appointment of its new CEO, Michel Tombroff. Jack 45 was founded in January 2015 by Jack Abrams and Michel joins the company following his previous role as CEO of Softkinetic, a 3D vision and gesture recognition company, acquired by Sony in 2015.

Jack, which launched on iOS and Android devices in September 2015, has been developed to provide everyone with a new way of communicating, beyond instant messaging. The app allows the sender to specify the date and time, anywhere from one hour to days, weeks or years later, that a message can be opened by the recipient.

Jack Abrams, Founder of Jack 45 states, “We’re really excited about the appointment of Michel Tombroff as the new CEO of Jack 45. Michel has over 25 years experience in the technology sector and his knowledge will enable us to take the next steps into scaling the business effectively. The idea for Jack came about when I realised that an alternative way of communication was needed. A service that goes against the current trend of instant messaging and allows people to decide when a message can be read by the recipient. This paves the way for anyone to communicate the things that matter, at the right time - this could be anything from an invite to an important event, to a message to mark a special occasion.”

Michel Tombroff, CEO of Jack 45, said: “After meeting Jack Abrams I was immediately won over by the concept of time-based messaging. Joining the company at this stage provides an incredible opportunity for us to change people’s current understanding of mobile messaging. My goal is to develop a sustainable business, scale internationally and build on the existing success of the company.”

Jack’s approach is to combine instant notification (the recipient is notified immediately that they have received a Jack) and delayed delivery (the recipient may not open the Jack until the right moment has been reached). This delay between the period the recipient is notified and the moment they can open the message, creates a sense of excitement and anticipation between users, that instant messaging platforms do not. The recipient sees an estimate of the time remaining before the Jack can be opened, in the shape of a circle hourglass, thus giving them a sense of anticipation. It triggers the same emotional elation that people experience when they receive a wrapped gift on their birthday or anniversary, but then have to wait to open it.

This sense of anticipation through messaging can also be leveraged by brands and businesses when communicating to customers. Businesses can use the app to deliver time sensitive products (consumer offers, tickets, reminders, teasers, for example) to their customers, or to build a sense of excitement around an occasion, a band could send time-locked messages in the lead up to a gig, or a fashion label could announce when a new product becomes available.

For additional information on Jack 45, please visit:

<http://www.youhaveajack.com/>

[iTunes store](#)

[Google Play](#)

-ENDS-

Note to editor:

Jack 45 has been selected as a finalist in the 2016 [4YFN Awards](#), the world's largest startup competition on mobile technologies and business models, beating over 500 startups from 200 cities in 60 countries. Winners will be announced during this year's Mobile World Congress event which takes place on the 22-25th February 2016.

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About Jack 45

Jack 45 is a company that developed Jack, a messaging service that allows the sender to specify the date and time a message can be opened by the recipient. This delay between the period the recipient is notified and the moment they can open the message, creates a sense of excitement and anticipation between users, that instant messaging platforms do not. Jack 45 was founded in January 2015 by Jack Abrams. The company was then joined by a group of senior and talented developers, led by Edwin Hermans CTO, later that year. The app was launched in September 2015 and Michel Tombroff was appointed CEO in 2016.