

Press- release

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Paris-based agency Avenir Associates launches Rouma, the world's first romantic app

It aims at turning the smartphone from a « love killer » to a useful real-life relationship companion

Avenir Associates, a French start-up management and communication agency, has launched *Rouma*, a new innovative app that aims at changing the way people date. Accessible in the US and the UK, *Rouma* uses the information about its users' personal profiles to generate conversation tips and advice that help the two daters get to know each other better, whether they have just met through a dating service or have been married for ten years.

As Avenir's CEO Igor Lys states,

"The smartphone is seen today as something that kills real affection. You'd want to go to a date and never see your partner's phone. With Rouma though, we change the way people look at the role of the device: we use it to strengthen, not weaken the real, human connection between two people".

The telephone put on the table generates advices, from basic ones — "Mary, why don't you explain to John why your favorite writer is Henry Miller?" — to more sophisticated advice, where the users will be invited to talk about their fears and dreams.

"Test have shown that people, in general quite reticent in the beginning, succeed in actually creating stronger bonds after an hour of following Rouma's advice", says James Berry who is overseeing the project development.

Designed by Avenir's art director Quentin Crumbach, *Rouma* is a simple to use and intuitive app that can help people become closer to each other.

"In today's world, there is a whole movement that wants to see technology become less invasive. With Apple Watch and similar products, we're becoming always connected, and some people are not happy with that. Rouma was designed to be the first of a kind, a beautifully designed simple app that focuses on real-life communication and reinforcement of interhuman warmth", says Igor Lys.

Rouma is available for sale on Apple AppStore and and Google Play. The developers are going to put in a lot of improvements, like in-app games to play during dates, possibility to download new skins and new tips packages.