

Pregnancy+ uses Augmented Reality filter on Facebook to engage parents-to-be.



Los Angeles, Mar 6, 2019 (Issuewire.com) - Pregnancy+ uses Augmented Reality filter on Facebook to engage parents-to-be.

The Pregnancy+ mobile application is launching a gender reveal Augmented Reality filter on Facebook this March. Gender reveal videos have been trending in recent years and our filter enables parents-to-be to record and share their own gender reveal, just like their favorite social media celebrities. Simply choose a baby's gender and hold the 'record' button: baby's gender will be revealed with a boy or girl sticker and tons of confetti. With the new Pregnancy+ filter, the gender reveal can be shared with friends and family on Facebook directly or saved and shared via email, Instagram, Whatsapp, or other third party apps.

With over 21 million worldwide users, the Pregnancy+ app is a community of parents on a journey through pregnancy. With beautiful content and interactive features, Pregnancy+ helps moms enjoy their pregnancies from the very beginning. Features include daily and weekly information, beautiful 2D and 3D images, plenty of room for notes, appointments and lists, and more. Pregnancy+ is also the only pregnancy app that supports multiple ethnicities via the 3D baby viewer. From the moment she finds out she is pregnant, Pregnancy+ offers information and support for the first 1,000 days. Our evidence-based, expert-reviewed content is shared every day to reassure moms on their baby's - and their own - healthy development.

At Philips Avent - the parent company of the Pregnancy+ App - we understand the excitement and anticipation of becoming a new mom, as well as the need for reassurance and information in the early days of pregnancy. In another step to guiding and supporting new moms through their parenting journey, Philips Avent is growing its digital platforms and expanding its support to new parents in the pregnancy space so we can be by their side from the moment they discover they are pregnant. With the Pregnancy+ app, we are there to help millions of moms enjoy their pregnancy every day. Pregnancy+ is cultivating a growing social media audience, with 30,000 followers on Instagram and almost 200,000 followers on Facebook. With 5.5 million monthly active users, and 21 million downloads, Pregnancy+ is one of the top pregnancy tracking apps.

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