

# GiftCast Introduces the First Video-gifting Mobile Application

**Charlotte, Sep 26, 2019** ([Issuewire.com](http://Issuewire.com)) - GiftCast LLC, a tech start-up dedicated to transforming the way people give monetary gifts, announced today that it has launched the first video-gifting mobile application. The revolutionary video-gifting app gives users a platform to send a personal video and any amount of money to a chosen recipient. No matter the occasion, GiftCast is the ideal gift. It's perfect for birthdays, holidays, weddings, graduation, teacher appreciation, and any other event you can think of.

"We wanted to create a way for people to send a gift expressing a message in their own words, through video, and for their recipients to cherish that gift forever," said Tim Campbell, Chief Executive Officer of GiftCast. "That's why we created a mobile solution that equals or betters the emotional connection of giving a physical gift. Sending a GiftCast elevates the gifting experience above that of just giving money, gift certificate, or a gift card."

The patent-pending application is simple to use and it takes only minutes to create and send a gift. Users create or upload a video, decide how much money they want to send, and then checkout. Money is paid by credit card, debit card, or bank account. Recipients will receive a text message to watch the video and withdraw the funds directly to their bank account to use whenever and wherever they want. Videos can be viewed forever on the app, saved to smartphone or tablet devices, or even shared on social media.

The service charges only \$1.50 for bank account transactions and additional fees apply for credit or debit card. It's still far less expensive than the combined cost of buying a greeting card and paying the fees of a gift card, which can cost as much as \$5.99. The fees cover transaction and storage costs for running the GiftCast platform and are similar to other apps that people use every day.

"The GiftCast social platform exemplifies the potential of our mobile devices to bring people together to make positive human connections", said Joel Deitz, Chief Creative Officer of GiftCast. "The simplicity of GiftCast changes the risk/reward relationship in gift-giving by creating memorable experiences and eliminating unwanted or unused products and gift cards."

With its new platform, GiftCast is looking to become the preferred choice for monetary gift-giving. The experience for both the sender and recipient is better than giving cash, personal check or gift cards; whether they are for restaurants, stores, services, or just money provided through Visa or American Express. GiftCast is set to be the first viable option to truly disrupt the gift card market in years. The app is available on the Apple App Store and Google Play and is available for download today.

## About the Gift Card Market

The gift card market was expected to grow again in 2018 with an expected \$160 billion in sales, which amounts to approximately 3 billion gift cards given annually in the US. Worldwide gift card sales are projected to reach over \$400 billion in 2019. People spend an average of \$213 per year on gift cards, both physical and digital, and it is the primary gift option when someone is in a hurry or doesn't know what to get a friend or family member. Increasingly, the internet is becoming a primary source to find gift card ideas and to purchase electronic e-gift cards. In a 2016 study, nearly 41% of those who have purchased gift cards from online websites or mobile websites/apps purchased between five to 10 cards a year.

## About GiftCast

GiftCast LLC was founded in 2017 with the mission to create a valuable gift experience that people will cherish forever. The company was founded by Tim Campbell and Joel Deitz who set out to create a better gifting solution than giving money or a gift card as a present. The application utilizes a third-party interface, SynapseFI, that verifies bank information and allows users to transfer funds to each other via a bank account and credit card, with a small service fee charged to the gift giver. It is safe and secure with bank-level security and data encryption, which will protect users against unauthorized transactions.

For more information, please visit [www.giftcast.me](http://www.giftcast.me) or contact Tim Campbell at 917-446-8872.

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