

An Emirati Social Media App Launches Vlogging Platform For Unfiltered Conversations

In the age of social media and interconnectivity what continue to be lacking is authentic and unfiltered conversations between people. 1TAM -One Thing About Me- A UAE homegrown vlogging app aims to tackle this issue by offering a platform which encourages users to produce and share authentic content.

Launched in late 2018, by a young Emirati tech-guru, Anwar Nusseibeh, and UAE-based serial entrepreneur Khaled Ismail, 1TAM is the first Middle East homegrown fully-fledged social media app featuring raw videos that allow users to connect through genuine and real conversations.

1TAM's users can create 60-sec unfiltered videos to express themselves, seek opinions, and interact with like-minded individuals from around the globe through 1TAMER service.

The UAE App contains all standard features found on Instagram and Snapchat, however; it also offers a killer feature, the Answer Back button, which allows 1TAMER's to have direct video dialogue either the public or private sphere.

"We wanted people to have a real dialogue on 1TAM. With the Answer Back feature we are able to create authentic conversations for our 1TAMER's and connect our community in a unique way", said Anwar Nusseibeh, Co-Founder and 'Let's Do' Officer at 1TAM.

1TAM also introduces a point system encouraging community building and engagement that will ultimately allow users to redeem points against goods, services, and discounts.

"People can create a global network where everyone can share knowledge, learn something new, and get entertained. This is what 1TAM is all about: genuine, fun, and value-adding content", Said Khaled Ismail, Co-Founder and 'Let's Talk' Officer at 1TAM.

The App is available now on IOS devices and will be available soon on Android.

<https://www.forbesmiddleeast.com/an-emirati-social-media-app-launches-vlogging-platform-for-unfiltered-conversations>