



City of Ketchum

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City Partners With Solu in App for Telling Stories

Available on iPads, Tablets

KETCHUM, Idaho — The demonstration project between the city of Ketchum and Solu, a technology company headquartered here, is now available to the public.

Solu has created a personal archive and autobiography software application, which allows people and organizations to tell their stories on iPads and other tablets. One of the first “books” is an introduction to Ketchum, incorporating video, audio, still photography and text.

Solu is the first project of User Interface User Experience (UiUx), a start-up software company located in the Ketchum Innovation Center.

UiUx plans to hire 88 full-time employees with an average wage of \$60,500 and a projected economic impact of \$20.1 million. This addition of year-round, long-term jobs contributes greatly to our increasing economic success.

The city “book” has chapters that include autobiographies of Ketchum's elected officials and key employees, as well as history and personal stories about the activities and people that make Ketchum such a desirable place to live.

This is an endlessly evolving project as new stories are added.

It is available at App stores by searching on the name “Solu.” The app allows people to tell their own stories, as well as read stories created by others.

A version for laptop and desktop computers is expected to be available soon.

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About the City of Ketchum

The city of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. The city of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the city of Ketchum, visit www.ketchumidaho.org.

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