

Taking photos of the kids is easy. Organizing and sharing them though, not so much. Many parents are (wisely) having second thoughts about posting photos of their kids on Instagram and Facebook. How then do you share them with family and friends? A brand new app wants to be a one-place-does-all for parents of kids, and pets.

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SUPERS

0-8 Jamey Tucker/whatthetech.tv
12-17 Natalia Daniel/"Firsties" creator
28-35 Oden Pelled/"Firsties" developer

ON-CAMERA TEASE

Many parents are realizing it isn't such a good idea to share photos of the kids on social media. So how do you do it, I'm Jamey tucker coming up with a brand new smartphone app that be just what you're looking for.

ANCHOR INTRO

PARENTS HAVE BEEN TAKING PICTURES OF THEIR KIDS FOR GENERATIONS AND IT'S A LOT EASIER NOW TO CAPTURE ALL OF THE IMPORTANT MOMENTS WITH SMARTPHONE CAMERAS.

WE TAKE SO MANY PHOTOS, THAT IT'S NEARLY IMPOSSIBLE TO ORGANIZE THEM ALL. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER STUMBLED UPON A BRAND NEW APP FOR PARENTS TO SAVE AND SHARE PRECIOUS MEMORIES.

PACKAGE SCRIPT

No matter how many photos you take of the kids, you always wish you'd taken more. But with all of those photos on your phone, how do you organize them? A Miami mom met that challenge head on and created her own app.

"I'm very good at taking pictures but there are a lot of pictures I did not capture. And it's too late.

Natalia Daniel and her husband Oded Pelled created "Firsties" for parents like themselves. It's more than just a photo-taking app.

"Together with a group of moms we gathered all of the feedback and we said this will be a dream app. One: inspiration, Two: organization, Three: the sharing."

Here's how Firsties works: Any photos of the kids you take are saved on a timeline. Want to see photos from when they're two? It's a simple tap on the screen.

It also prompts the user with ideas. First trip in a car, first time to see the ocean and so on.

“You have photos, you have journals. For example, if your child does something funny, I used to use my notes. You can write it down or record their voice as well. 1626

Posting photos of young children on social media has become scary in recent years. And with the rise in AI, it’s only going to get more concerning. Sharing photos from the Firstie app is by invitation only and doesn’t get posted anywhere publicly.

“ our dedication is to build an app that parents around the world are going to appreciate and enjoy and it will become the place to capture all of those precious moments and privately share them with friends and family.”

Firsties was released just two months ago. It’s free with no ads but if you need more storage or add more than one child there is a premium subscription. I’m Jamey Tucker and Firsties is the app of the day.

ANCHOR TAG

THE FIRSTIES APP ALSO HAS A PLACE FOR PET OWNERS TO CAPTURE AND SAVE THOSE MEMORIES. IT’S AVAILABLE FOR BOTH IPHONE AND ANDROID DEVICES.

WEB STORY

It’s never been easier for parents to take photos and videos of their children. Maybe it’s too easy. The problem isn’t taking photos it’s organizing them, finding them, and sharing them with only family and friends.

A Miami mom ran into that challenge and couldn’t find an app that is both easy to use and could take care of all of those things she wanted to do with photos of her child. So, Natalia Daniel turned to her app developer husband Oded Pelled to build what she had in mind.

“I’m very good at taking pictures but there are a lot of pictures I did not capture. And it’s too late,” Daniel said from the couple’s home in Miami.

Her idea became the smartphone app “Firsties”, as in saving all of the important ‘firsts’ in the lives of children.

As the couple worked they met with a group of moms to find out what they wanted in a photo-taking and photo-sharing app.

“Together with a group of moms we gathered all of the feedback and we said this will be a dream app,” Pelled said. “One: inspiration, Two: organization, Three: the sharing.”

Here’s how Firsties works: Any photos of the kids you take are saved on a timeline. Want to see photos from when they were two? It’s a simple tap on the screen.

It also prompts the user with ideas throughout the day. There are prompts for “first trip in a car”, “first time to see the ocean”, “first time to see themselves in a mirror”, and so on.

It isn't just photos though.

“You have photos, you have journals,” said Daniel. “For example, if your child does something funny, I used to use my notes. You can write it down or record their voice as well.”

Posting photos of young children on social media has become scary in recent years. And with the rise in AI, it's only going to get more concerning. Sharing photos from the Firstie app is by invitation only and doesn't get posted anywhere publicly.

The app is free with no ads. A premium version comes with more storage and allows users to add more than one child to the account.

“Our dedication is to build an app that parents around the world are going to appreciate and enjoy,” Pelled said. “It will become the place to capture all of those precious moments and privately share them with friends and family.”

Firsties was released just two months ago and as far as I can tell, it's the only app of its kind.