



Findmmm Press Kit

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Press release

FOR IMMEDIATE RELEASE

Findmmm Launches on the App Store to Help You Find Photos and Videos in Seconds

Canadian startup helps people find photos, videos and moments within videos by searching the way they remember — Who? What? Where? When?

TORONTO, ON, October 26, 2026 — Findmmm Inc., a Canadian company based in Thornhill, Ontario, has launched Findmmm, a photo and video search app now available on the App Store for iPhone and iPad. Findmmm helps people find photos, videos, and specific moments within videos in seconds by searching for the details they remember: **Who? What? Where? When?** Or by simply using **Describe**.

Most people carry thousands of photos and videos on their phones. They remember the moment, not the month or the album, and finding it can mean endless scrolling. Findmmm, short for "*Find Many More Memories*," works with Apple Photos to offer faster, more natural ways to find and enjoy the memories already in their libraries.

Findmmm searches for moments within photos and videos. With Describe, people can type what they remember to find matching photos and moments in clips, even when nothing has been tagged. Combined filters, custom Tags, and Smart Folders help them organize the results and return to the same search later.

"We all have that one photo we know is somewhere on our phone. For me, it was an awesome steak I had in Montepulciano, Tuscany, a few years ago. We built Findmmm so you can search for it the way you remember it: who was there, what was happening, where you were, or when it happened," said Jim Slinowsky, Co-Founder and Managing Director, Product Development, at Findmmm Inc.

"For me, the eureka moment came when I saw decades of memories spread across the map—from places close to home to trips around the world. I started rediscovering moments I hadn't thought about in years. Being able to draw a box around a group of photos and tag them together made organizing feel like part of the discovery. It turned my photo library into somewhere I wanted to spend time," said Wayne Silver, Co-Founder of Findmmm Inc.

"Findmmm works alongside Apple Photos, adding tools that make searching for and organizing photo and video memories easier and more enjoyable. We believe that once people try it free for 30 days, they'll want to keep using it to find their memories faster and rediscover moments they had forgotten. We've put considerable care into the FAQs on our website to help people learn how Findmmm works and get the most from its features. Our hope is simple: that Findmmm helps people start remembering and stop scrolling," said Wayne Silver, Co-Founder of Findmmm Inc.



Apple Photos vs. Findmmm – Key Differences

Findmmm complements Apple Photos and is designed as a standalone alternative for everyday searching, browsing and organizing. Its enhanced tools for photos and videos help people find memories faster, organize photos and videos their own way, and rediscover forgotten moments—all while keeping the originals in their existing Apple Photos library.

Findmmm adds more ways to organize and revisit memories, with combined search filters, custom Tags, and saved Smart Folders. These tools also work for videos, helping you find specific moments within clips and organize them alongside your photos.

Search the way you remember

- **Who? What? Where? When?** Swipe the filter pills on the Map to narrow your search. Use one filter or combine several, like a combination lock, until the memory clicks into place.
- **Describe** for photos and videos: In Search, type a description such as “a dog running through the snow.” Findmmm shows the closest matches in photos and pinpoints matching moments in videos, even when nothing has been tagged.
- **Tags:** One of Findmmm’s most powerful features, Tags let you organize photos and videos around anything that matters to you—a person, place, event, theme or any combination. Create a Tag such as “Vacation in Italy – 2026” or “My Dog at the Park,” then use it anytime to return to the whole collection. Tags follow your own way of remembering, with no fixed categories.
- **Search:** Tap the magnifying glass to combine people, places, dates, Tags, your own keywords and AI keywords. Search also finds photos and videos without location information.
- **Photo Map and Select Area:** Zoom from an entire country down to a few city blocks. Draw a box around a group of photos to tag them all at once.
- **People/Pets:** Tap a face in a photo, GIF or video to add a name. This works for pets too.
- **On This Day and SPIN!** These features make Findmmm fun for rediscovering photos and videos captured on today’s date in past years. Explore them in a grid or play photos and GIFs as a slideshow. Tap SPIN! on the Map for a surprise mix of memories.
- **Smart Folders and fixes:** Save detailed searches as Smart Folders, and correct dates and locations on photos from WhatsApp or social media. Keep photos up to date, enabled by default, adds keywords, finds faces and fills in place names in the background while the app is open and you are not using it.
- **Add Missing Location:** Add a location to a single photo or a group of photos taken in the same place. In the Dashboard, use **Fix** to complete place names from existing GPS data, **Add** to review photos without locations by date, or **Infer** to suggest locations from photos taken nearby in time. These tools are especially helpful for adding location to memories from digital cameras, WhatsApp, and social media, and for bringing them back on the Map.
- **Duplicates and Similar Photos:** Review and remove duplicate copies of photos. Similar Shots groups near-identical photos, suggests the best one to keep, and lets you remove the rest with a tap. Find Similar Shots in the Dashboard, just below Review Duplicates.

Private by design

Findmmm searches your device without uploading your photo library. Your original photos and videos remain in Apple Photos. The app is built on Findmmm Inc.’s proprietary, patent-pending technology.



Pricing and availability

Findmmm is available now on the App Store for iPhone and iPad running iOS 18 or later:

<https://apps.apple.com/app/id6801284535>. Every subscription begins with a free one-month trial, with the full app unlocked. After the trial, subscriptions cost \$1.99 per month or \$19.99 per year. Prices vary by country, and Apple handles billing.

About Findmmm Inc.

Findmmm Inc. is a Canadian company based in Thornhill, Ontario, in the Toronto area. It was founded by Jim Slinowsky and Wayne Silver, both Professional Electrical Engineers.

Findmmm's proprietary technology helps people organize and search their photo and video collections by Who? What? Where? When? or simply by describing what they remember. The technology is patent pending in the United States following the filing of a patent application with the United States Patent and Trademark Office (USPTO).

Learn more at <https://findmmm.com>

Founders

Findmmm Inc. is a Canadian company based in Thornhill, Ontario, in the Toronto area, founded by Jim Slinowsky and Wayne Silver.

Jim, a Professional Electrical Engineer, has spent his career in product development and previously led Product Management at Siemens RUGGEDCOM and was VP of Product Management at Redline Communications.

Wayne, also a Professional Electrical Engineer, has a connection to photography spanning three decades. He owned Provincial Products, a Canadian photographic-products company, and served as President of the **CPVTA** (Canada Photo Video Trade Association) and as a member of its board for five years. In 1993, Wayne brought some of the earliest digital cameras to Canada and introduced the technology to the Canadian Armed Forces, which later deployed approximately 1,000 cameras during its NATO mission in Bosnia.

After selling Provincial Products, he founded Phonetime and took it public on the Toronto Stock Exchange (TSX). Within two decades, Phonetime grew to \$700 million in sales.

Learn more at <https://findmmm.com>



Contacts

Media assets, including the app icon, screenshots and founder photos, are available on request. Founders Jim Slinowsky and Wayne Silver are available for interviews in person in the Toronto area or remotely. Findmmm runs on iPhone and iPad with iOS 18 or later.

Currently available in English. App Store: Search >FINDMMM

<https://apps.apple.com/app/id6801284535> · Website: <https://findmmm.com>

Company	Findmmm Inc.
Press contact	Wayne Silver
Contact email Telephone	wayne@findmmm.com +1-416-801-8100
Price	Free 1-month trial, then \$1.99/month or \$19.99/year (prices vary by country; subscription required)
Minimum OS	iOS 18