



At the press conference hosted by ABS-CBN International in Redwood City, California announcing the launch of Multiply 4.0 are, from left, ABS-CBN Global Chief Marketing Officer Jojo Ines, North America Director for Cable & Satellite Jun Del Rosario, Managing Director Chinky De Jesus, Cargo & Remittance Product Head Pia Palpal-Latoc, ABS-CBN Global COO Raffy Lopez, Multiply Founder & CEO Peter Pizaris, North America News Bureau Chief Ging Reyes, Telecom Director and Head of Retail & Theatricals Kerwin Du, Ad Sales Director Ricky Resurreccion and ABS-CBN Global Chief Financial Officer Kai Rodriguez. Photo by Rio Gache-Hernandez

## Multiply Launches Latest Version, Featuring Complete Media Management Service

**B**OCA RATON, FL – Multiply, Inc. (<http://multiply.com>), the fifth fastest growing social networking service in the United States, has redesigned its Web site to enhance the user experience and make it easier than ever to manage and share media, and communicate with a member's network of real-life friends and family in a safe, secure setting. In addition to the site's newly designed look and feel, Multiply now enables its members to do even more, with new tools and features that make it a complete media man-

agement and communications tool in the cloud. Major changes include: Multiply's Media Locker serves as a member's central home for media – making it easier than ever to publish photo albums and videos with a few clicks, while offering members a private, secure dashboard to view, organize, store and edit their media. Fully Integrated Online photo editing tools including red eye and blemish reduction, cropping and resizing, contrast/brightness controls, exposure adjustment and auto leveling – make it easy to edit photos right from a member's Media Locker, making photo editing possible at any time, from any

computer. With Version 4.0, Multiply will be the first major social network that offers photo editing integrated within its core service. Multiply's AutoUploader is more powerful than ever, making it a simple, time-saving solution for automatically uploading media files to the Multiply Media Locker. AutoUploaders save, on average, 90 minutes each week in upload time with the free, quickly installed, no fuss tool. The AutoUploader provides a completely automated back up solution for a member's most precious photos and videos. Picasa and Windows Photo Gallery

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## Tim Yap...

◀ **PAGE B1** when you are a young boy, you don't think of these things. I just feel that it was right and I wanted to do it." Secretly, while he was still in St. Jude School, he began attending theatre workshops at the Repertory Philippines. Just to be able to attend theatre rehearsals, he would inform their school security guard that he was given permission by his teacher and principal to leave school, succeed in his ruse, and take a jeepney from Mendiola to Shangrila Mall. "My parents had no clue that I was going to Repertory. All along they thought that I was just attending a rehearsal for a school play until they read about it in the newspapers." He felt passionate about theatre because it was a place where creative minds converged. He loved how he was not limited to the confines of school and the corporate world. After doing "kiddie" roles, he would persist on becoming a production intern for repertory plays just to be involved. Later on, he evolved into an events producer having the knack for doing marketing and selling shows, which led him to be sought after to handle product launchings and fashion shows. Guests would praise him for doing an outstanding job. He had found his niche, "My strength as I saw it was

that I knew how to mix and connect people. My role is to bridge people. I like introducing people. I can say I am a glorified GRO," he concludes. Tim also ventured into another form of entertainment by opening up a club, Club Embassy – the foremost party place in Manila. He also undertook the role of an entrepreneur, launching a sold-out line of his own watch, t-shirt, and fragrance. For the future, his plan includes branching out and bringing the clubbing scene to provincial areas. He will take the Manila nightlife to these places ala Hard Rock Café style. For now, his main focus is on juggling between being the editor of *Supreme* of the *Philippine Star* and doing television with his weekly QTV's party reality show, *Events Inc.*, where he interacts with different event planners, featuring the ins and outs of creating successful events. Tim Yap revealed to me the knowledge he acquired from his experience - a tip on how to be a good and better host. He shares, "The key to being a good host is to know that it's not about you", and further explains, "It's about the audience. You go onstage and talk about the event. You are there to communicate and focus on the message. You are just the medium. Be comfortable with the venue and with who you are. Think that the venue is your home. You have to be at home

with yourself." Tim Yap's success started out just like everyone else's with the birth of dreams and aspirations. He took the risk to go after what he wanted despite opposition, paid his dues, and got more than what he or anyone expected, proving that if you have a whole lot of passion and the courage to pursue it, nothing bad can happen simply because you're doing what you love and whatever else good that comes from that is a bonus! He's worn different hats through the years and I feel he plans to try on many more, "I just enjoy wrapping and re wrapping myself on different wrappers. I am constantly learning and changing." It isn't difficult to be in awe of him. He's come a long way and in spite of everything he has achieved his feet has stayed firmly on the ground. You may stereotype him as another celebrity, individuals thinking too highly of themselves egotistical, or vain. But when you get an opportunity to sit down and have a talk with him, even a short one, you will realize that Tim Yap, who's been the "it-guy/events and creative guru" in Manila, is very down to earth, *sosyal* and *jologs* at the same time, good natured, and humble. He's just like you and me, and a true passionista at heart to boot. ■

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