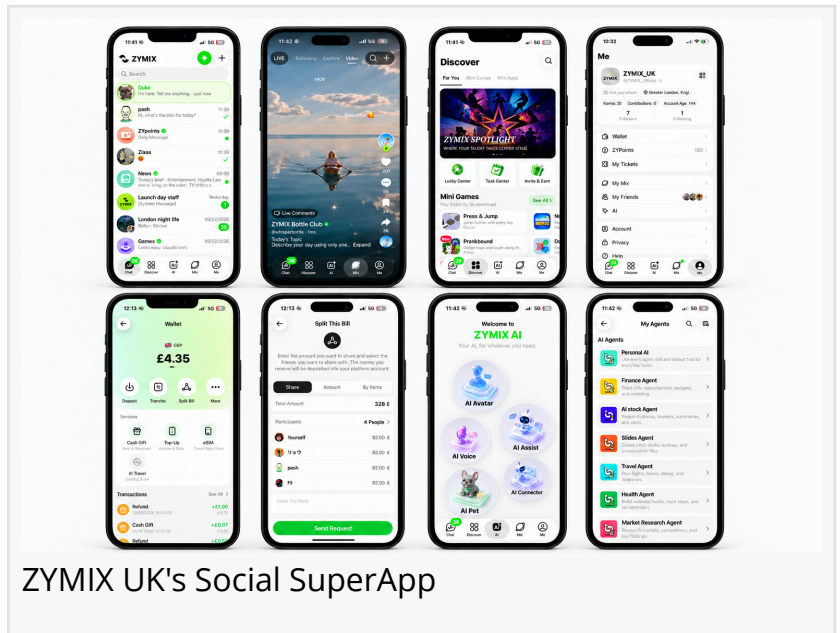


ZYMIX Launches UK Social SuperApp to Replace Fragmented Smartphone Journeys

Unified product architecture connects messaging and calls, social content, short-form video, communities, events, payments and digital services.

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EINPresswire.com/ -- [ZYMIX](#), the [UK Social SuperApp](#) built for the next generation of users, today launches nationwide with a unified product architecture designed to reduce the fragmentation created by separate communications, social media, video, news, events, utility and payment applications.



ZYMIX UK's Social SuperApp

The launch addresses a smartphone experience that has become increasingly divided across specialist services, each with its own account, interface, notification stream and user journey.

“

Digital fragmentation is no longer simply a crowded home screen. ZYMIX is not placing another collection of standalone features on the smartphone. It is rebuilding the relationship between them.”

*Nikita Sun, Chief Strategy and
Corporate Affairs Officer at
ZYMIX,*

Tasks that form part of the same real-world activity, such as discovering an event, inviting friends, organising a group, buying a ticket and settling shared costs, can require several applications before that activity is complete. ZYMIX responds by bringing functions that already sit within the same digital journey into one connected environment. Its five principal areas - Chat, Mix, Discover, Me and AI - operate through a shared identity, communications layer and account infrastructure.

The platform enters a UK market in which the superapp model has not achieved the mainstream adoption. ZYMIX has been developed for the way young people in Britain communicate, discover, organise and pay, rather than

adapting an established overseas product for the UK.

Nikita Sun, Chief Strategy and Corporate Affairs Officer at ZYMIX, said: "Digital fragmentation is no longer simply a crowded home screen. It is embedded in the way a single activity is divided between different identities, interfaces and notification systems. Chat makes communication the layer through which other activity can move, removing the break between a conversation and the action that follows it. Mix places publishing, discovery and short-form video on one social graph, while Discover provides an extensible environment for events, news, communities, games and mini apps. Me connects identity, privacy, rewards and payments through one account layer. Together, these areas replace a series of disconnected journeys with one interoperable product architecture."

Chat integrates one-to-one and group messaging, voice messages, photo sharing, stickers, read receipts, quote replies, notification controls, real-time translation, and voice and group calls. Translation operates within the conversation, removing the need to copy messages into another service, while communication remains connected to activity elsewhere in ZYMIX. The architecture also connects Chat directly with ZYMIX Wallet, allowing peer-to-peer transfers and cash gifts to be initiated from within a conversation.

Mix combines social publishing and short-form video through Following, Explore and Video. Users can maintain existing connections, discover broader content, and publish or view text, images and vertical video through the same profile and social graph. Short-form video sits within the wider social and communications architecture rather than operating as a separate product. Users control how their content is shared and who can access it, while publicly displayed follower counts have been removed to reduce the prominence of visible popularity metrics and place greater emphasis on the content and connections users choose.

Discover uses a mini-app architecture to provide lightweight services within ZYMIX without requiring users to download and maintain another standalone application. This gives the platform an extensible framework through which new services can be introduced as connected experiences rather than separate products. The environment brings together event discovery and ticketing, selected UK news content and channels, mini games, communities and participation tools. Through ZYMIX's integration with Ticket Tailor, users can discover events, buy and share tickets, and add events to their calendar within the same environment.

Groups Nearby uses proximity-based discovery to help users find relevant groups and societies and connect digital discovery with local communities. Point Mall, Task Center and Invite & Earn provide access to participation and reward functions within the same service layer. Me brings together the user profile, ZYMIX Wallet, ZYPoints, privacy settings and account management. It provides a single control point across the platform, including account privacy settings. Integrated within Me, ZYMIX Wallet supports GBP and EUR balances, account and e-SIM top-ups, peer-to-peer transfers and shared-expense management.

AI is part of ZYMIX's wider product vision, complementing other four launch areas. ZYMIX AI

includes functions spanning entertainment, content discovery, voice interaction and personal assistance. Users can connect their chosen platforms and digital services, and ask their ZYMIX AI assistant to find files, organise information, discover content and support everyday tasks.

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