

Kappa Inc: UpShop App

Social media for products

UpShop, by Kappa Inc, is the latest augmented reality app to come out of Uncanny Valley. Classified as a utility app for shoppers, UpShop seeks to solve a real-world problem that has plagued our retail industry for decades— fake reviews. Fake reviews are a real problem that affects nearly 75% of all consumers and 91% of all businesses (Pitman, 2019). According to Don Shook, lead developer of Kappa Inc, fake reviews cost our society over \$10billion per year. Some fake reviews come from external bots, others come from internal paid sources, and many are from reviewers that have no experience with the product. Shook went on to say, “there’s no real way to know what’s real or fake anymore with this current system. That’s why we created UpShop.”

UpShop is an augmented reality app that allows users to point their phone or mobile device at any product or barcode to open a live social media product page with images, reviews, ratings, comments, realtime chat, and direct messaging. That’s right, you now can find a live shopping buddy to talk about any product at any time! UpShop App empowers the consumer with convenient, reliable, and autonomous blockchain peer-to-peer information that users can trust.

Features and benefits:

- Autonomy – Our network is built on blockchain technology and does not rely on servers or central based cloud services.
- Convenience – No special gestures required. Autoscan sends users directly to the product page.

- Reliability – Biosign Authentication prevents unverified users and bots from entering the system.
- Speed – find the information you need when you need it.
- Verification – All users are verified. No more fake or paid reviews.
- Support – Realtime support from real people.
- Security – Industry-leading Sha-512 cryptography protects user information.

UpShop shows promise to change the way people shop entirely. Zack DeBurg, founder of Kappa, says, “Consumers today rely on product reviews and feedback more than ever. They want to hear it from real people with real experience they can trust. With UpShop, we’ve finally created a system to combat the rising problem of fake news, fake reviews, and fake comments. No more fake people! The days of paid skills, sponsored messages, and rating bots are over. We look to take product social retail marketing to the next level and help change the way people shop for the better!”

The release date for UpShop is set for late July to coincide with the much-anticipated Internet Prime day.

For more information on Kappa’s new app, visit www.upshop.app. For updates, be sure to follow their social media on Twitter and Facebook @upshopapp. Pre-order and closed beta for UpShop app is available to download today directly from the AppStore.

Reference

Pitman, J. (2019, November 6). *Fake reviews are a real problem*. Retrieved from brightlocal.com: <https://www.brightlocal.com/learn/fake-reviews-are-a-real-problem-8-statistics-that-show-why/>