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## **The Forever Social launches 'true-to-life' digital immortality**

Following extensive testing with 35,000 users, the public launch is now underway for the world's first platform utilising advanced artificial intelligence and quantum computing to generate digital immortality. Customers of the service will have 'true-to-life' posts generated across their main social media after they have died.

At the core of The Forever Social is the Forever Engine, which understands the social media feeds of its users, learning their personality, likes, dislikes, interests and life milestones. When the user passes away, the Forever Social takes over the social media accounts – posting, commenting and authentically interacting with their family and friends, and remaining very much present in their lives.

Market research conducted on behalf of The Forever Social has shown an extraordinary demand for a service such as this when consumers are aware of its existence. However, the company has maintained a low profile until now because of the sensitivities surrounding death and the afterlife. Another key consideration was the ability to deliver on the promise of 'digitally living forever' when the platform reached mainstream status.

Company founder, Karl-Axel Mattiasson says the platform can handle the anticipated rush and foresees it being on par with Facebook for user numbers.

"Our development team is confident we have in place the necessary processing power to handle the enormous volumes of information. Advances in quantum computing mean we are ready to deliver for the mass market, and we are looking at comfortably scaling to one billion users within the next five years."

"The technology underpinning the Forever Engine, both the programming and the hardware, is at the cutting edge, reflecting the innovative nature of The Forever Social platform."

"Everything we do is embedded with the ethos of making life better for those we leave behind... From choosing processors that can reliably handle the workloads while using significantly less energy and having less impact on the planet; to working with those at the forefront of virtual psychology and algorithmic machine learning, so our users can trust us to generate the most authentic, lifelike version of their online selves."

**ENDS**

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