

Facebook PingTank Expected To 'Redefine The Way We Creatively Express Ourselves'

 By **Javier Hasse**
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According to a [press release](#) issued Wednesday, **Facebook Inc** (NASDAQ: [FB](#)) announced that it has integrated PingTank, Inc.'s "groundbreaking animated messaging app" with its own Facebook Messenger.

The new feature allows users to place 2D and 3D animated overlays on top of their photos, without even leaving the app.

Users can download PingTank for Messenger in the **Apple Inc.** (NASDAQ: [AAPL](#)) iTunes app store, for free, and then use it by clicking on Facebook Messenger's Discover Tab.

Related Link: [Facebook Plans For News Inside Its Platform](#)

The company says it will soon be available for **Google Inc** (NASDAQ: [GOOG](#)) (NASDAQ: [GOOGL](#))'s Android, as well.

"Until now, social media platforms only allowed you to 'like' content. You couldn't personalize it in any way," said Jeremy Greene, PingTank's founder and CEO. "With our ever-expanding library of exclusive content, we are offering Messenger users a unique way to explore the limits of their creativity."

PingTank investor Timothy Draper, leading Silicon Valley venture capitalist and founding partner of DFJ Venture added: "PingTank is going to redefine the way we creatively express ourselves to the world."