

## Brief History

Paul Mayne launched Day One on the Mac and iOS App stores in 2011 to fill a need: record and store the important memories, photos, and details of life. Our initial app, now known as Day One Classic, won numerous awards and high praise from users and critics alike. In 2016 we launched Day One 2.0, a complete redesign of the app with powerful new features. Over the years, the response to Day One has been overwhelming: Nearly six million downloads, Editor's Choice, App of the Year, Apple Design Award, and, most of all, a solid 4.5-star rating from our fantastic users.

## Awards

- App Store Editor's Choice
- App of the Year, 2012
- Apple Design Award Winner, 2014

## Company milestones

- *March 2011:* Day One for Mac and iOS launched
- *March 2011:* Mac App Store "Editor's Choice"
- *December 2011:* Mac App Store #1 App of 2011
- *December 2012:* Mac App of the Year
- *June 2014:* Apple Design Award winner
- *April 2015:* Day One for Apple Watch launched
- *May 2015:* Day One Sync launched
- *February 2016:* Day One 2.0 launched
- *February 2016:* Mac & iOS "Editor's Choice"
- *December 2016:* 2016 "Best of the App Store"
- *April 2017:* Day One Book printing launched
- *June 2017:* End-to-End Encryption launched
- *June 2017:* Day One Premium launched

## Day One Features

*(Some features require premium subscription)*

### *Unlimited Photo Storage*

- Preserve your memories in all their vibrant glory with unlimited photos.

### *Metadata*

- Track location, weather, step count, activity, time, and date.

### *Unlimited Journals*

- Record, organize, and browse entries with dedicated journals for family, work, travel, movies, books, hobbies, and more.

### *Day One Sync*

- Access your data anytime, anywhere. From your desktop to your pocket, always have your journal with you.

### *Privacy*

- Protect your journal with a passcode, and securely back up your data on our cloud servers with end-to-end encryption.

### *Automated Entries*

- Include posts from Instagram, Facebook, Twitter, Strava, and hundreds of other services with Day One's IFTTT integration.

### *Printed Books*

- Print and share your favorite memories in a high-quality book. Full-color and hardback options available.

## Pricing

- Day One Basic—free on iOS and MacOS
- Day One Premium—\$34.99/year