

Gather Launches the industry's only integrated, all-in-one, out-of-the-box live streaming and video conferencing solution



BOISE, ID – Funeral homes are racing to find solutions to COVID-19. The Gather team has spent the last seven years racing to build that solution. And they are excited to be able to offer two additional game-changing features that will help funeral homes navigate the difficult situation caused by COVID-19: Live Streaming and Video Conferencing.

The company has been working for years to build Gather into the leading funeral home software platform, but Zach Chatterton, the CEO of Gather, reports that last month a Gather employee sent out an article about a family not being able to say goodbye to their loved one because of COVID-19, "Our team read this article and it broke our hearts and more importantly, it kicked us into overdrive. Our company's name is Gather because we believe families need to gather to say goodbye to a loved one. We knew we could do even more to help funeral homes offer a better solution to grieving families and that is exactly what we've done."

The Boise Idaho company has devoted all resources to building a simple, effective solution for funeral homes to offer live streaming and video conferencing with the click of a button. Zach reports, "what we've built is nothing short of amazing. We send you a box in the mail and the day it arrives you are streaming in HD with the click of a button. We handle all of the configuration, setup, training, and support so you can continue to focus on what matters most."

Gather's solution will also automatically record the live stream for later playback. There are no ads on the live stream, you don't need a Facebook account to view it, and your video can't be taken down by Youtube or Facebook (something that is happening to many funeral homes because of music licensing). Families can spread the word about the live stream directly with their friends via Facebook, LinkedIn, Twitter, email, text messaging, and many more. And best of all, Gather's approach keeps the funeral home at the center of that larger community.

In addition to live streaming, Gather has also announced push-button video conferencing, you simply click a button to start a video call with families who can't make it to the arrangement. The family gets a text and an email and simply clicks a button to join, without any software to download or fees to pay. Funeral homes can then use Gather's industry-only digital showroom to

walk families through the arrangement conference after which families can sign all paperwork remotely and even make payments remotely.

Gather keeps the funeral director at the center of the relationship with families. Zach continues, "Gather doesn't aim to replace funeral directors, our tag line is actually 'we love funeral directors', rather Gather aims to give funeral directors a simple yet powerful tool to meet the needs of families during these difficult times." Visit [www.Gather.app](http://www.Gather.app) or email [zach@gather.app](mailto:zach@gather.app) to learn more.