

**FOR IMMEDIATE RELEASE**

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## **Soul Snap Launches at Web Summit Vancouver 2025**

*AI-powered photo booth experience brings personalization, playfulness, and social connection to the events industry*

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**VANCOUVER, BC – Web Summit Vancouver 2025** – Chroma Link Collective today announces the launch of **Soul Snap**, a new AI-powered photobooth and interactive personality experience that reimagines how people engage with events, and with each other. Unveiled at **Web Summit Vancouver 2025**, Soul Snap blends AI-generated visuals, playful personality assessments, and themed social mapping to offer attendees a shareable, meaningful takeaway—within just one minute.

Each Soul Snap session includes a stylized AI portrait, a lighthearted personality assessment, and a social ranking that compares results across participants. More than a photobooth, Soul Snap is designed to spark real-world conversations and joy at festivals, conferences, brand activations, and other in-person gatherings.

“We built Soul Snap because we saw an opportunity to spice up the photo booth experience—and to create a moment where people feel truly seen,” said **Carmilla Sumantry**, co-founder of Chroma Link Collective. “It’s a little absurd, a little introspective, and it brings people together—something we need more than ever right now.”

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### **Highlights:**

- **AI-driven personality assessments** and stylized portraits in under 60 seconds
- **Custom themes** tailored to brands, events, or cultural moments
- **Mini prints + digital downloads** for instant social sharing
- **Social mapping** encourages fun comparisons and in-person connection
- Available now for **brand activations, festivals, conferences**, and more

Soul Snap is available to book now, with packages starting at \$1200 per day. The experience is fully customizable—from visual themes to assessment tone—making it adaptable for any audience or brand. Chroma Link Collective is premiering Soul Snap on May 28th with Web Summit's ALPHA Startup programme, as well as Vancity Innovation House presented by Frontier Collective.

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## About Chroma Link Collective

Chroma Link Collective is a team of artistic visionaries producing immersive and interactive experiences, powered by emerging technology. With a user-centric co-creation approach, CLC cultivates impactful opportunities for connection, wonder, and joy.

The team is composed of three creative women with expertise in digital media, motion graphics, UI/UX, and industrial design. Over the past decade, they individually collaborated with various brands including Meta, Nike, and Starbucks. Based in Vancouver, Canada, this trio is on a mission to bring meaningful and unique experiences to their local community and beyond.

For press inquiries or to book Soul Snap:

[hello@chromalink.co](mailto:hello@chromalink.co)

[www.chromalink.co](http://www.chromalink.co)

[@chromalink.co](https://www.instagram.com/chromalink.co) | [@soulsnap.io](https://www.instagram.com/soulsnap.io)

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## Link to Press Kit:

<https://drive.google.com/drive/folders/1H2sVINC9ruJgNcpkuZfGV3NHCrf0vx18?usp=sharing>

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