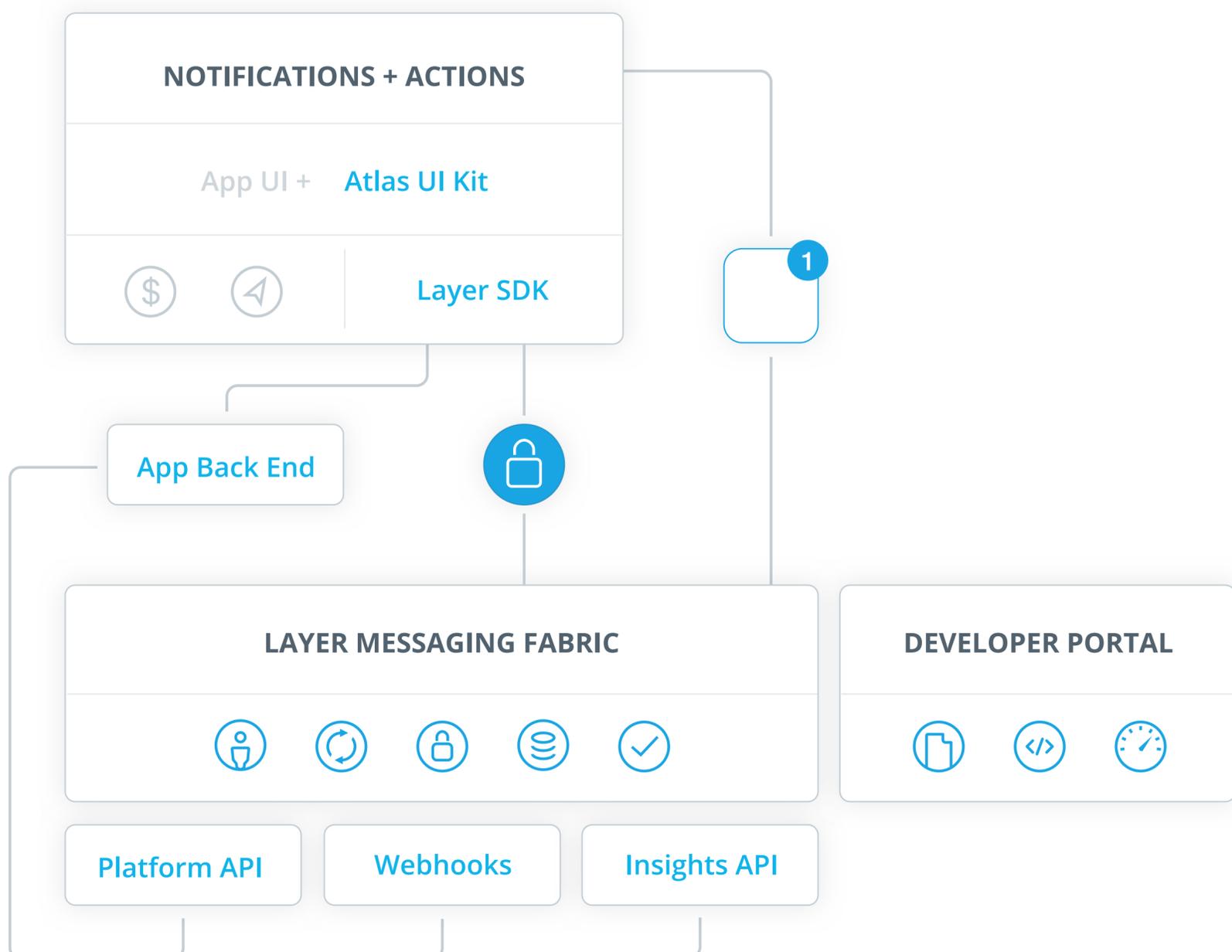


Layer Overview

Layer gives you the tools to add rich messaging, voice and video capabilities to your web or mobile application. We handle all of the hard parts so you're free to focus on creating a delightful customer experience.

Through a simple and intuitive API, Layer provides access to scalable, globally distributed communications infrastructure. From powering the synchronization engine to offering UI toolkits and mobile SDKs, we provide an end-to-end solution for integrating communications into your service.

How Layer Works:



What Layer enables out of the box:

- Conversations with up to 25 participants
- Text messages and binary (multimedia) messages
- Photo (and video on iOS) support built into Atlas
- Delivery and read receipts for each user
- Broadcast announcements to any or all users
- Rich SQL-based querying on mobile
- Push notifications for messages and announcements
- User profiles, including name, email, and image URL
- Block or suspend users
- Robust offline access and send queue
- Send messages server-side into existing conversations

What Layer enables you to customize as the developer:

- Conversation title, photo, etc, by setting conversation metadata
- Email or SMS fallback, by subscribing to Webhooks
- End-to-end encryption, by syncing public keys through Identities
- Multimedia content (audio, GIFs, etc), by providing a rendering function
- Interactive message bubbles by rendering a custom view
- Reply to broadcasts, by creating new conversations
- Mute notifications (custom policy), by customizing notification payload when a message is sent (user preferences should be stored outside of Layer)
- Large or read-only groups, by fetching conversation data via REST APIs
- Interop with 3rd party services such as Slack or Zendesk, by using Webhooks and Server API
- Keyword detection, @mentions, #hashtags, by custom rendering logic
- Analytics, by subscribing to webhooks and sending data into an existing data ingestion system

