MyHeritage.com Releases Innovative Technologies for Presenting Family Memories

Members of the family network can now enjoy an interactive Timeline and a digital Timebook created automatically from their family photos, videos and family tree content.

London, UK; Tel-Aviv, Israel – April 22, 2010 – MyHeritage.com, the company that connects families with their past and to one another, now offers two new technologies for families to celebrate their history. The product innovations released today include an interactive Timeline and a unique digital photo album called Timebook. Both the MyHeritage.com Timeline and Timebook visually compile the entirety of any user's family history chronologically, including life events, photos, videos and documents, and are generated automatically in a single click. MyHeritage.com users have collectively uploaded millions of family trees and media items, which can now be contextualized into these attractive Timelines and Timebooks, offering new insights for families as they trace their historical roots and connect online.

The new Timeline technology arranges the content supplied by users intelligently to plot their family history alongside major world events of the era. The chronological display of the Timeline offers fresh and often surprising perspectives and allows users to interactively zoom in on any period of interest.

The Timebook is a digital album of family photos, which includes automatically generated biographies for direct relatives. This innovative product generates a beautiful book that appears to have been prepared and edited in meticulous manual effort. It utilizes technology that simulates selections typically made by people who create scrapbooks, leveraging MyHeritage.com's face recognition technology combined with structured information from family trees. For example, the default cover photo of the Timebook of any person, is the photo featuring the largest number of immediate family members of that person. This typically selects the most representative family photo that users would have picked themselves for the cover out of thousands of photos, but is done automatically.

"Our members have invested time and effort in entering family tree data and adding photos, and now we give them beautiful, interactive technologies to enjoy the fruit of their efforts and share it with their family," said Gilad Japhet, Founder and CEO of MyHeritage.com. "Initial feedback from beta testers has been extremely positive, indicating that users love the

personal and emotive way in which these new products tell their family stories. It makes family history such a moving experience, and meets our goal of providing tools that any user can enjoy, without requiring special expertise."

The Timebook was developed by in-house experts at MyHeritage.com, whereas the Timeline is the result of a collaborative project based on technology provided by start-up company AllofMe, a leader in timeline systems. "We are happy to provide AllofMe's timeline platform to millions of families on MyHeritage.com, and help them get an overview of their past and present" says Addy Feuerstein, CEO of AllofMe. "A timeline is a natural fit in MyHeritage.com's suite of products, and together we evolved and customized it to fill the needs of families."

About MyHeritage.com
MyHeritage.com was founded by a team of people who combine their passion for family history with the development of innovative technology. Since its launch in November 2005 MyHeritage.com has become the world's leading international online network for families and the second largest family history website. The fastest growth rates in the industry combined with the acquisitions of Pearl Street Software, Kindo.com, ZOOOF and OSN have made MyHeritage.com the home for 49 million registered members and 570 million profiles. The company has offices in London, UK; Hamburg, Germany; Boulder, Colorado, USA and Tel Aviv, Israel. MyHeritage.com has received funding by Accel Partners and Index Ventures. For more information, visit www.myheritage.com.

Demo Timeline: http://bit.ly/myh-timeline
Demo Timebook: http://bit.ly/myh-timebook

About AllofMe
AllofMe is a personal timeline aggregator, launched in September 2008 and used by thousands of users worldwide to keep record of their personal digital life stream. It was founded in May 2007 by Tal Yaniv and Addy Feuerstein, and is backed by Yossi Vardi (ICQ) and Steve Case (AOL). AllofMe licenses its technology to sites ranging from blogs and news archives to education providers.
AllofMe timeline platform: http://www.allofme.com/platform.html
AllofMe personal timeline maker: http://www.allofme.com/

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