



## **MyHeritage releases new feature-packed Family Tree Builder 6.0**

*Updated version of world's most popular free family history software adds new blend of historical content and technological innovation to highlight the depth and diversity in every family's heritage*

PROVO, Utah & LONDON & TEL AVIV, Israel – December 21, 2011: [MyHeritage.com](http://MyHeritage.com), the largest family network on the web, today announced the release of [Family Tree Builder 6.0](#), the most comprehensive free software for family history fans around the world. With the addition of automatic research in historical records and new features for presenting family memories, Family Tree Builder 6.0 makes researching family history more engaging and rewarding than ever.

Millions of family history enthusiasts and genealogists worldwide use MyHeritage's Family Tree Builder software to explore, document and showcase their roots. The newly improved Family Tree Builder 6.0 will enable them to access historical content for the first time, view their family history in several innovative and stylish new ways and help celebrate family events - past and present.

“Combining cutting edge technology with ease-of-use, Family Tree Builder is the ideal companion for taking an exciting journey to the past, sharing memories in the present and documenting them for future generations”, said MyHeritage Founder and CEO Gilad Japhet. “Packed with exciting new features, Family Tree Builder adds color and depth to family history research for professionals and beginners alike. We're proud to have developed the industry's most comprehensive and feature-rich software, and, true to our mission of bringing family history to the masses, we'll continue to keep it free for all to use.”

### **Automatic search for historical content**

Following the recent acquisition of World Vital Records by MyHeritage, Family Tree Builder 6.0 adds historical content to its suite of features for the first time. The software automatically searches for relevant historical records amongst billions of birth, marriage, death and census records, plus newspapers and yearbooks - whenever information in the family tree is added or edited. Relevant historical records for any person in the tree can then be viewed in just one click.

### **New ways to view and present your family history**

Family Tree Builder users can synchronize their data with a private online family site on MyHeritage.com, an ideal platform for sharing their heritage and staying in touch with their family. This also enables family members to view their family tree and share photos on-the-go using MyHeritage's recently released free mobile apps for iPad, iPhone and Android. Improved integration with family sites seamlessly merges some of the most popular web-based features on MyHeritage with the software, such as:

- **Family Statistics:** MyHeritage analyzes the family tree and produces 45 beautiful, enlightening statistics like average lifespan and most commonly used first names. Many unique stats not available anywhere else are displayed. For example, the geographical distribution of countries of birth and residence, the top families where the gap between the age of husband and wife is highest, the average age difference between youngest and oldest child in all families, and much more.



- **Profile pages:** Profile Pages present the depth and diversity of family history person by person. Profiles beautifully display information about individuals in the tree and include photos, close family relatives, events, citations and much more.

- **Family Timeline:** Family events and photos are arranged in an attractive, fun-to-use timeline. Zoom in from a century to a single day and compare any family member's timeline with relevant historical events.

- **Family Timebook:** The Timebook is a beautiful digital book of family photos and biographies of close relatives. Timebooks are generated using clever algorithms that resemble the way people create scrapbooks with tender loving care, but do so automatically.

- **Family Memory Game:** This unique online game automatically generates personalized picture cards of close relatives and ancestors - based on a user's family tree. It can be played in competition mode or against the clock. The game is ideal for educating younger generations about their ancestors and introducing them to the fascinating hobby of genealogy.

### **Celebrate family events**

- **Family Events:** Important family events are listed and displayed on convenient monthly or yearly calendars – making it easy to remember special family occasions and send greetings.

The above new features complement the vast range of existing features in Family Tree Builder 6.0, which include Smart Matches™, stunning family tree charts, facial recognition technology, interactive maps, photo albums and slideshows, book reports, family tree consistency checker, to-do lists and much more.

The new Family Tree Builder 6.0 is available in 37 languages and can be downloaded for free from [www.myheritage.com/family-tree-builder](http://www.myheritage.com/family-tree-builder).

### **About MyHeritage**

MyHeritage is the most popular family network on the web. Millions of families around the world enjoy having a private and free place for their families to keep in touch and to showcase their roots. MyHeritage's Smart Matching™ technology empowers users with an exciting and innovative way to find relatives and explore their family history. With all family information stored in a secure site, MyHeritage is the ideal place to share family photos and preserve special family moments. Available in 38 languages, MyHeritage has more than 60 million registered users and is home to more than 900 million profiles and 21 million family trees. The company is backed by Accel Partners and Index Ventures, the investors of Facebook and Skype. For more information visit [www.myheritage.com](http://www.myheritage.com).

### **Press Contact**

Caroline Cohen, PR Manager for MyHeritage  
Phone: +44 2081231152  
Email: [caroline@myheritage.com](mailto:caroline@myheritage.com)