



MyHeritage unveils innovative mobile family tree app

World's largest family network introduces new mobile experience for connecting families to their past and sharing special moments in the present

PROVO, Utah & LONDON & TEL AVIV, Israel – December 16, 2011: [MyHeritage](#), the most popular family network on the web, announced today the release of version 1.0 of its new mobile app that enables families to access their family tree and share special moments on-the-go. Available for free on iPhone, iPad and Android, the MyHeritage family tree app combines advanced touch-screen features and unique social aspects to help bring memories to life for the entire family.

Take your family tree with you

As the trusted home on the web for families wishing to explore their family history and keep in touch, so far more than 21 million family trees containing 900 million profiles have been created on MyHeritage. The new MyHeritage app enables family members to access their family tree on-the-go, offering the most advanced smart phone and tablet capabilities for an intuitive user experience. For example, the Pinch Zoom feature enables easy viewing of detailed information about ancestors and relatives, and touch-screen panning can be used to visit any area of interest on the tree. The app shows up to seven generations with photos in stunning graphics, and displays a rich profile for each individual as well. One year in the making, the app was built from the ground up using the most cutting edge HTML5 technologies.

A tool for family communication

The MyHeritage app transforms the family tree into a useful tool for family communication: users can call or email relatives in just one tap and upcoming birthdays and anniversaries are highlighted within the tree. The app also enables users to capture and share family photos instantly – ensuring special moments will never be missed regardless of how far apart family members live. Using sophisticated face recognition technology, the app automatically identifies family members taken in the photo and suggests sharing the photo with them in one easy tap.

Ideal for family get-togethers

With beautiful graphics and all the latest touch-screen features, the MyHeritage mobile app is ideal for people to impress their relatives with their family tree and photos at family gatherings. The MyHeritage app automatically syncs all data, including photos taken at family reunions, weddings and other family events, to users' family sites on MyHeritage - ensuring that all special memories can be shared and preserved for the



future. Families can also enjoy the app's fun celebrity look-alike feature based on MyHeritage's face recognition abilities.

“We recognize the growing importance that families place on tablets and smart phones for entertainment and keeping in touch. Our new MyHeritage app shows our commitment to creating the best possible experience for families on mobile devices”, says MyHeritage Founder and CEO Gilad Japhet. “The app is a natural extension of our consumer offering and supports our mission of enabling families to connect to their past and to each other. Version 1.0 is just the tip of the iceberg – we look forward to adding significant new features in the near future.”

The MyHeritage mobile app is available for free on the [App Store](#) and the [Android Market](#). To get started, download the app and log in to your MyHeritage account. New users can sign up for free on MyHeritage.com, build their family tree and begin an exciting journey into their family history. Version 1.0 supports 14 languages and additional languages will be added in subsequent releases. Further development on a more advanced version, including the ability to edit the tree and sign up to MyHeritage from within the app, has already begun.

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. The site is available in 38 languages. So far more than 60 million people have signed up to MyHeritage. The company is backed by Accel Partners and Index Ventures, the investors of Facebook and Skype. For more information visit www.myheritage.com.

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