

DEMO 2010: Genieo Revolutionizes Personalized Internet Experience

Genieo creates the first fully automatic and personalized homepage for layman and expert internet users alike - *filtering news, blogs and social networks by continuously adapting to a user's individual interests*

Genieo's Personal Homepage is Now Accessible On Your iPhone and Android Mobile Device

Palm Desert, California, March 21st, 2010 – At DEMO 2010, Genieo provides internet users of all levels a one-of-a-kind digital assistant in which all of their web content is automatically personalized in a way that will never allow the news most important to them to slip through the cracks again. Here comes the solution that brings the information you want directly to you, without you having to lift a finger.

Genieo is a newspaper styled homepage for your PC, viewable also from your favorite smartphone, and designed exclusively for you, and featuring personalized news and information, such as *real-time news, blogs and Facebook and Twitter social streams – all filtered according to your own personal interests*. Genieo adapts to your online behavior, saves you time and helps discover new items of interest to you, all in a process which requires zero management and in which your information remains completely private.

Genieo is available for download at www.genieo.com.

And as of today, Genieo's homepage can also be viewed on the go over your iPhone or Android phone. With a user interface especially designed to fit the screen of your smartphone, Genieo allows users to keep informed with what they most want to know, even when away from home or the office. Additionally, for advanced internet users who are already using a favorite RSS reader such as Google Reader, Genieo is now compatible with them all – taking the Genieo experience to a new level by automatically sending to you additional content recommendations aligned with the RSS reader of your choice.

How does it work? Genieo is a desktop application employing a new technology called Micro-Behavioral-Targeting (MBT), pioneered by Genieo Innovation. MBT continuously studies the user's individual topics of interest from his browsing activity, follows them as they form and evolve, and accordingly forms connections with sources of information across the web which are most relevant to the user's interests. For example, a reader who has been recently following the latest news about the Coachella Valley Music and Arts Festival will be updated not with general performing arts stories or all articles concerning rock music, but with news specifically relating to this festival, such as the specific musicians performing, and ranging from sources such as news sites, blogs, tweets, and more.

Genieo automatically identifies and continuously adapts to any changes in the user's topics of interest – so that the user does not have to manually predefine his topics or set categories of interests.

Additionally, Genieo discovers RSS feeds while the user browses the web, and automatically ranks and manages these sources, based on the individual changing interests of the user. This marks the first time ever in which laymen internet users are relieved of the hassle of managing RSS feeds.

What does it look like? Genieo presents the user with items of his/her interests in the following categories of content:

1. Top Headlines – Latest headlines from a user's most visited news portals - irrespective of topic.
2. Hot Items – Topic-focused items, most read by other internet users. Genieo also delivers to the user the most read and popular news articles according to his/her topics of interest, as well as items from news portals and blogs he/she most frequently visits.
3. Follow-up items on news articles the user has previously read, so that he/she doesn't miss any updates on stories he/she cares about.
4. Up-to-the-minute updates on live events followed by the user (i.e. sports, technology conferences, presidential speeches, award shows, etc).
5. Interesting Items – Topic focused items of the highest interest to the user, and from his/her most frequently visited sites.
6. Facebook and Twitter updates filtered according to the user's most recent topics of interest.

Unlike other personalization solutions, Genieo does not collect any private information. As a desktop application, Genieo's entire mapping and profiling process is performed solely on the user's computer. This way the user's private information remains always with him/her, and none of it is shared in anyway. Furthermore, Genieo respects secure content and automatically disables itself once the user navigates into secure sites, such as emails boxes or online calendars. Genieo is currently compatible with Microsoft Windows 7, Windows Vista, and Windows XP via Internet Explorer and Firefox browsers, and with additional browser integration planned in the near future. The application currently supports the following languages: English, French, Italian, German, Russian, Spanish and Hebrew.

About Genieo Innovation Ltd

Genieo is the creator of the ultimate start-page personalization engine - which automatically updates its content, reflecting the changing personal interests and needs of the user. Genieo's platform enables the continuous organization and updating of micro-targeted information, which is of specific interest to the user - including favorite websites, ad-hoc personalized news widgets, Facebook, Twitter, articles and more. For its white-label partners (desktop applications, online portals, online publishers, telco operators and other media companies), Genieo significantly impacts stickiness and creates new revenue opportunities. Founded in 2008, Genieo is a privately backed company headquartered in Herzliya, Israel.