

## Launch of New App, Tweetsii™ Delivers on Promise of Real Time Web

*Tweetsii™ to connect people with places and networks in real time  
Combines real-time events and places with the power of Twitter  
Brings “Hot Spot” place-based search to the forefront*

*Company Closes \$11 Million Funding Round  
Adds 1M New Users*

**Amsterdam, The Netherlands and Austin, Texas (SXSW) – March 11, 2010** – [GyPSii](#), the leading real time location-enabled social media platform, today launched a new app named [Tweetsii™](#). The app epitomizes the real time web and connects people with places and networks, by bridging the Twitter experience with mobile social media, the social graph, location, and contextual mobile-based search: all in the palm of your hand, accessible anytime and anywhere. Initial availability will be in the Apple Appstore for iPhone, followed by Android and Blackberry platforms.

Tweetsii™ is a radical new way to use social media and the mobile Internet that breaks down the barrier between the real place-based world and the digital world, providing a real time connection between a user's social graph, places around them, and Twitter. It is a real time app that supports a mobile lifestyle, with user created tweets, images, reviews, comments, checkins, tips, and more. It builds an aggregated real world index of places, not a corporate created index, with updates from Twitter users and location-based services, including GyPSii, Gowalla and Foursquare, among others. All content contributes to a place-based index that delivers real time, mobile, location-specific content creation and search to connect users with the people, places, activities and ideas they're interested in.

The application gives Twitter users a richer experience by allowing them to tweet, check-in, send alerts and tips, create places, and geo-tag them with comments, photos and other rich media content. Updates made via Tweetsii appear in users' Twitter feed making it simple to share content with friends and followers. It's inherently mobile, and in addition to the expected Twitter Timeline features, it delivers real-time “PlaceStreams” and “EventStreams” to users, directly tied to their location and social-graph connections.

Tweetsii feature highlights include:

- Streams – View the Twitter world in a new way: the latest tweets from who you are following, see who's nearby and what people are saying about the area you're in, hot places, and what's trending. PlaceStreams provide real time trending and a record of events at location-enabled places.
- Explore – Tweetsii provides an “Explore” feature that utilizes GyPSii's core PlaceRank™ search technology to combine Twitter streams with millions of place-based points of interest and events. Explore results are based not only on the trends people tweet about, but also the places and events they go to, and their social graph. The places and content come from users, including other networks like GyPSii, Gowalla, Foursquare, and an index of tens of millions points of interest. Users can also search by interests – on everything from bagels to burlesque – for an instant view of what's nearby and what people are saying about it. Explore results reveal a treasure trove of contextual tweets, photos, events, and points of interest sorted by proximity, ratings and time.
- Location-based Tweeting – users geo-tag tweets, they can easily add a photo and tie it to a location and their Twitter timeline. Check-in and be heard – allows users to “check-in” to places and share their experience, add to an existing conversation about the place or start a new one and check out relevant content around you. It provides an easy interface that helps users tweet, check-in, make recommendations, or send alerts all in a



Your World in Real Time

single screen. Tweetsii™ extends the GyPSii vision of user created content, by providing an easy way for users to create their own personal places and experiences, all tied to a location and their Twitter timeline. Tweetsii couples your real-world place-based life to your virtual-world Twitter experience, and brings more relevance and context to the Twitter experience.

“Tweetsii™ is an extension of the GyPSii vision to connect people and places across networks,” explained Dan Harple, Founder and Executive Chairman of GyPSii. “The Tweetsii app breaks down barriers between the real world and the digital world, by making real time social media easy to create and interact with. The GyPSii technology takes us beyond ‘search engines’ and shows what we need are real time place-based ‘connection engines.’ In the age of mobile we can return the Internet to an experience of discovery, but more personal, relevant, and place-based. Mobile technologies have achieved more connectedness, but not deeper, more profound connections – that’s what we’re hoping to do with Tweetsii™.”

Renowned social media pundit, Twitter character, and founder of #140conf, [Jeff Pulver](#), got to recently see a beta version of Tweetsii, and said he’d, “discovered a product I think reveals a true post-Web 2.0 real time web vision. It goes beyond Web 2.0, mash-ups, website-based search, and delivers the app that to me, epitomizes the ‘State of Now.’ I believe Tweetsii is the next big step in the real time web experience.”

GyPSii’s OpenExperience API powers mobile lifestyle and location based applications for the largest telecommunications companies on the planet including China Mobile, China Unicom, Telefonica and others. The company is now bundling on hundreds of millions of devices from Samsung, LG, HTC, Lenovo, and on the Apple iPhone in China among others. GyPSii is supported by over 400 devices and on 11 major platforms worldwide. The API was used to build Tweetsii into the Twitter eco-system.

In the latter part of 2009, the company added over 1 million new users and is on track with continued exponential growth. To support marketing and additional development of GyPSii applications including Tweetsii, GyPSii is also announcing that it recently closed an \$11 million private funding round led by U.K.-based Schrodgers. This latest infusion brings total fundraising to \$40 million to propel the GyPSii business forward.

Tweetsii can be downloaded for [free on iTunes](#). For more information, visit [www.tweetsii.com](http://www.tweetsii.com).

#### **About GyPSii-**

GyPSii provides real time mobile web technologies and products that connect your world in real time. GyPSii connects people, places, communities, content and advertising across networks and devices, with patented and patent applied-for technologies for the transfer and publishing of location based information between mobile devices. GyPSii provides apps and Open API solutions to a wide range of companies, such as Samsung, LG, RIM, Wind River, Garmin, China Unicom, China Mobile, China Telecom, and others. GyPSii apps are available on Apple’s iPhone, Symbian, Windows Mobile, RIM Blackberry, Android, Java, MID/Linux, Palm webOS, and accessible via most well-known mobile app stores. Based in Salo, Finland and Amsterdam, The Netherlands, GyPSii operates offices in North America, Europe and Asia Pacific. For more information, visit [www.gypsi.com](http://www.gypsi.com) © 2010 All rights reserved.

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