



Echofon announces Echofon 4 for iPhone and iPad – First iPad App to Deploy Real-time Timeline Updates and SMS-like Global Push for Direct Messages

PALO ALTO, Calif. – February 11, 2011 – [Echofon](#), an [UberMedia](#) company, today announced that Echofon 4 for iPad and iPhone is available for free download at the Apple app store. It is a major upgrade to the current version, already one of the most popular Twitter apps on mobile devices. Widely regarded for its ease of use and simple, elegant design, Echofon is currently used by more than 3 million people internationally, across multiple platforms. GigaOm included Echofon in its [top five Twitter applications](#) for iPad, citing its Echofon Pro synchronization capabilities for the iPad, iPhone and desktop.

Echofon 4 includes a number of new features that have been requested by users, including:

- User stream for iPad – new Tweets are displayed in real time in the user’s timeline, ensuring users are always current and saving device battery life
- Global push – SMS-like push notifications are sent whenever the user receives a direct message of @mention, even when Echofon is turned off
- Mute – users can temporarily turn off Tweets from particular users who may be Tweeting excessively
- In-line photo preview – users can see linked photos without leaving the app
- Synchronization between apps –Echofon remembers where you’re at in reading your Tweets, so moving between mobile devices and desktop is a seamless experience

“This has been a real labor of love for us,” said Kazuho Okui, founder of Echofon. “We have so many passionate customers who have given us a lot of great suggestions for new features, and we are happy to report that we have been able to include the most popular among them in Echofon 4.”

About Echofon and UberMedia

Echofon is a product of UberMedia. UberMedia (www.ubermedia.com) is the leading independent developer of applications and web-based services that make it easier for users to find, follow and communicate with others on Twitter and other social media platforms, while offering those on Twitter an ability to attract relevant followers. UberMedia applications include UberTwitter, Echofon and Twidroyd, leading Twitter apps on the BlackBerry, iPhone and Android platforms, respectively. In addition, UberMedia’s UberMarket provides Twitter users with an opportunity to increase their followers through the suggested user tab and search results on all of the UberMedia apps. UberMedia is headquartered at Idealab (www.idealab.com) in Pasadena, CA. Follow us on Twitter @echofon or visit us at www.echofon.com.

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Press Contact:

Jessica Gross
(415) 591-8471
jgross@shiftcomm.com