



Echofon Completes Full Product Line Upgrade with New Versions for Mac and Firefox

PALO ALTO, Calif. – April 28, 2011 – [Echofon](#), an [UberMedia](#) company, today announced the availability of completely updated versions of Echofon for Macintosh and Firefox, completing a full-line upgrade that began in February with new versions of Echofon for iPad and iPhone. 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.

What's new in Echofon for Firefox

- The entire application has been redesigned with a new user interface
 - Echofon can be used in a sidebar, a panel or an individual window
 - Lists and search functionality have been greatly expanded
 - A new user view has been implemented with user timeline, following and followers lists
 - Direct messages are now displayed in conversation view to facilitate easy communication
- The ever-popular mute functionality has been expanded to include users, applications and hashtags
- Photos can now be previewed in-line
- Echofon's Firefox plug-in fully supports Firefox 4

Additional, notable features in the Macintosh version include

- Ability to easily attach photos to Tweets with drag and drop
- Users can also easily attach screen captures, the current iTunes song, or the current page being viewed in Safari to a Tweet
- Echofon uses handy indicators to show which Tweets have photos, videos, location, conversations, etc.

All versions feature one of Echofon's most popular features – synchronization between apps. Echofon remembers where you left off in reading your Tweets, so moving between mobile devices and desktop is a seamless experience.

More information including download instructions can be found at www.echofon.com.

“It has long been a goal of ours to take across multiple platforms the many new features we added to our iPhone and iPad versions,” said Kazuho Okui, founder of Echofon. “This cross-platform upgrade has been particularly important to complete, as so many of our users take full advantage of synchronization as they move back and forth between their iPhone, their PC at work and their iMac or iPad at home.”

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 UberSocial, Echofon and Twidroyd, leading Twitter apps on the BlackBerry, iPhone and Android platforms, respectively. UberMedia is headquartered at Idealab (www.idealab.com) in Pasadena, CA. Follow Echofon on Twitter @echofon or visit us at www.echofon.com. Follow UberMedia on Twitter @UberMedia.

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