



PostUp Acquires Echofon, Leading Twitter App on iPhone, iPad and Firefox

PASADENA, Calif. – January 5, 2011 – [PostUp, Inc.](#), today announced its acquisition of [Echofon](#), the suite of Twitter applications developed by [naanstudio](#), and previously known as “TwitterFon” and “TwitterFox.” 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. Additionally, Echofon was one of the first Twitter applications to introduce User Streams, a new Streaming API that gives Twitter desktop applications real-time capabilities and streams. GigaOm included Echofon in its [top five Twitter applications](#) for iPad, citing its Echofon Pro synchronization capabilities for the iPad, iPhone and desktop. It also has an Echofon for Facebook app available for the iPhone.

“At PostUp, we are always looking for new ways to deliver innovations to the Twitter user experience, and this acquisition provides us with a fresh perspective on ways to keep enhancing Twitter, which we believe is the most powerful real-time communications platform in the world,” said Bill Gross, CEO of PostUp. “The Echofon app suite has distinguished itself among the leading Twitter clients due to the simplicity of both its mobile and desktop apps. We want to stay true to Echofon’s design and user interface roots while expanding the features and functions available to their users by bringing them into the broader PostUp family. Echofon is a natural complement to our other Twitter app, Twidroyd, one of the most popular and best-reviewed Twitter apps on Android.”

Echofon is known for its fully featured yet clean and simple Twitter apps, with capabilities including automatic synching between devices, easy multi-media viewing options and intuitive notification features for new mentions and messages.

“For us, this was a total win – we get to continue providing our users with the classic Echofon experience, while broadening the capabilities and functionalities that our platform can offer,” said Kazuho Okui, CTO of naanstudio. “With the backing and extensive strategic expertise that PostUp brings, paired with our team’s passion for consumer usability, we are extremely excited about the future of our products.”

PostUp makes social platforms like Twitter, Facebook, LinkedIn and others more relevant for everyone, by helping to boost the world’s most authoritative members of social networks on any topic to the top of search results. PostUp has developed an algorithm that assesses the quality, relevance, and influence of authors and posts, combined with a bid-based marketplace. This helps any user find the best members of social networks to follow, and helps recognized authorities and experts on different topics use social networks more effectively to reach their community, increase their visibility and attract the most highly targeted followers.

About Echofon and PostUp

Echofon is a product of PostUp, Inc. In April, PostUp opened registration for the world's first marketplace for real-time search. PostUp, Inc. (www.postup.com) was created at Idealab (www.idealab.com), where Bill Gross also devised the first model for paid internet search, Overture/Goto.com, over a decade ago. Then, like now, the goal was creating a business model that both improves the relevance of search results and enables a steady revenue stream for publishers. PostUp's search results appears on popular sites throughout the web as well as in PostUp's Twitter apps such as Twidroyd and Echofon. PostUp is backed by Idealab, Index Ventures, betaworks, Steve Case's Revolution LLC, First Round Capital, Jason Calacanis and Jeff Jarvis.

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