



Twidroyd 5 Launches – Enables Muting of Users and Keywords, Adds Content Channels on Popular Topics and Precise Geotagging with Skyhook Wireless

PASADENA, CA – FEBRUARY 16, 2011 – Twidroyd (www.twidroyd.com), one of the most popular and highest-rated Twitter clients for Android devices, announced today the launch of Twidroyd 5. Adding to an already platform-leading feature set, the latest version includes a number of the most popular additions requested by users.

New features include:

- Inline previews of YFrog and Instagram photos without leaving the application
- The ability to browse Channels, Trending Topics and nearby Tweets without signing in or even needing a Twitter account
- Embedded Goog.le link shortener
- Integrated TMI for tweets longer than 140 characters including in-line viewing of long tweets without leaving the app
- The ability to temporarily mute users or keywords that might be overwhelming your timeline
- Expanded Twidroyd Theme Factory options and simplified installation process, enabling easy customization of the app

In addition, through a partnership with [Skyhook Wireless](#), Twidroyd 5 enables users to tag photos and tweets with far more precise geolocation information than exists in native Android.

“Users are increasingly taking advantage of geotagging in order to provide a more intimate and direct connection to their followers,” said Ralph Zimmermann, co-founder of Twidroyd. “Skyhook’s technology is a dramatic improvement over native Android, and early feedback from testers indicates they fully appreciate the increased precision in location for their tweets and photos.”

Beginning with the launch of version 4 in September, 2010, Twidroyd became the first mobile Twitter application to include LivePreview™, a new feature where links within tweets trigger a live view of the associated web page, photo or video in a pane immediately adjacent to the tweet. Users are able to see and engage with the linked item, including scrolling through web pages and interacting with the content directly within the Twidroyd platform. Twidroyd 5 works on most Android devices including phones and tablets. Android phones are the fastest-growing segment of

the mobile market, and a wide range of Android tablets are going to be introduced over the course of the next year.

Twidroyd is currently available in two versions. The free version is a fully featured Twitter client, including postings, mentions, direct messages with threaded view, integrated search, list viewing, URL shortening, geo-location support, multi-language interface, background notifications and more. Offering even more functionality to the user, the Pro version is available for \$3.99 and adds multi-account support, full list support, three desktop widgets for viewing tweets on the device's home screen, native bit.ly support and other advanced features. In addition to downloading Twidroyd 5 at the Android marketplace, Android users can also text TWIDROYD to 95997 on their phones to receive the download link directly. Android OS version 1.5 or higher is required for all features except LivePreview, which requires version 2.0 or higher.

For more information please visit www.twidroyd.com or follow us on Twitter [@twidroyd](https://twitter.com/twidroyd).

About Skyhook Wireless

Skyhook is the worldwide leader in location positioning, context and intelligence. In 2003, Skyhook pioneered the development of the Wi-Fi Positioning System to provide precise and reliable location results in urban areas. Today, Skyhook's Core Engine provides positioning to tens of millions of consumer mobile devices and applications. For more information visit www.skyhookwireless.com.

About Twidroyd and UberMedia

Twidroyd is a product of UberMedia, Inc. 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.

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Press Contact:

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

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