



## **FOR IMMEDIATE RELEASE**

### **Twidroyd, #1 Rated and Most Popular Twitter Client for Android Devices, Adds Full TweetPhoto Integration Including Voting, Commenting and Geo-tagging for Richer User Experience**

**PASADENA, CA – AUGUST 16, 2010** – TweetUp, Inc., announced today that its Twitter client for Android devices, Twidroyd, has now fully integrated TweetPhoto, the popular media-sharing service that makes photo-sharing on Twitter convenient and transparent. This tight coupling of the two products extends existing photo upload functionality with voting, commenting and geo-tagging features that offer a richer user experience.

Twidroyd is the industry-standard Twitter client for Android and among the most used Twitter applications across all platforms. It is available as a free and a commercial pro version, both with functionality customized to the capabilities of Android devices. Popular features include postings, mentions, direct messages with threaded view, integrated search, URL shortening, geo-location support, multi-language interface, background notifications, and more. In addition to TweetPhoto, Twidroyd also includes a fully integrated version of Twitlonger, which enables tweets more than 140 characters in length.

“Integrating the full functionality of TweetPhoto into Twidroyd is a tremendous step forward for our nearly one million users,” said Thomas Marban, Twidroyd’s founder. “Posting photos is among the most popular aspects of Twidroyd, and this tighter implementation of TweetPhoto’s impressive array of features will make it much easier for our users to get the most out of their Twitter experience.”

“We are very pleased to be working with Twidroyd and providing seamless access to TweetPhoto for their users,” said Sean Callahan, CEO of TweetPhoto. “In addition to being the most popular Twitter client for Android, Twidroyd consistently wins product comparison reviews. We are proud to be associated with such a highly regarded application and hope that our contribution will add to the many reasons why reviewers continue to give Twidroyd high marks.”

In April, TweetUp opened registration for the world’s first bid market for real time search, and in May the company launched its search capabilities at TechCrunch, Topix.com, and Businessinsider.com. TweetUp’s core search algorithms, in combination with this marketplace, address the needs of both users and tweeters in a single search mechanism. In addition to algorithms that combine a variety of factors to determine relevance, tweeters will soon be able to

bid on keywords in a competitive marketplace very similar to what now occurs at Internet search engines. This sophisticated combination of factors pushes the most relevant tweeters to the top of the results of users' searches, and it enables serious tweeters to expand their following quickly and cost-effectively.

### **About TweetPhoto**

TweetPhoto ([www.tweetphoto.com](http://www.tweetphoto.com)) is a real-time media sharing platform for the social web. TweetPhoto allows users to instantly share their media, at the same time, to popular social networks through mobile devices and on the web. TweetPhoto specializes in providing an innovative open API and mobile SDKs to the developer community of Twitter, Facebook, MySpace, LinkedIn, Foursquare and more to come. The platform empowers third-party application developers to quickly add media sharing capabilities and other unique features to their applications without incurring the resources to build, innovate and manage a media-sharing infrastructure. Proving the power and scalability of the platform, the company's website is architected using the same open API offered to third-party developers. The company aims to change the way in which people socially share, discover and interact with media across multiple social networks in a way that feels natural and engaging to users.

### **About Twidroyd and TweetUp**

Twidroyd is a product of TweetUp ([www.tweetup.com](http://www.tweetup.com)), which was created at Idealab ([www.idealab.com](http://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 would both improve the relevance of search results and enable a steady revenue stream for publishers. Today, the amount of noise in the Twitter feed is crying out for a similar solution, and TweetUp was formed to provide it. TweetUp is backed by Index Ventures, betaworks, Steve Case's Revolution LLC, First Round Capital, Jason Calacanis and Jeff Jarvis.

### **Press Contact:**

Stephan West  
Idealab for TweetUp  
(626) 685-4934  
[stephan@idealab.com](mailto:stephan@idealab.com)