**Pearltrees Presents Asimov**

***Reveals major redesign across the Web, iPhone and iPad
and introduces key premium features.***

Paris, France, May 29th, 2013. Today, Pearltrees, the visual and collaborative library that lets people have everything they like at their fingertips, is pleased to unveil Asimov – a major upgrade to the Pearltrees platform**.**

“Asimov is the foundation for Pearltrees’ transformation into the universal file manager for the post PC world. This major redesign creates a universal experience across every platform – today on the Web, iPhone and iPad – very soon on Android and ultimately glasses, watches, tabletops … anything you can imagine.” says Patrice Lamothe, CEO and Co-Founder of Pearltrees.

The Asimov release is highlighted by three major upgrades:

**- Universal interface with adaptive functions.** Pearltrees has upgraded its interface simultaneously on computers, iPads, iPhones and soon on Android to provide a coherent experience on all platforms. The new UI combines a magnificent full screen layout across all platforms with adaptive design for iOS devices. Upgrades include:

* a self-guided experience – features appear only when useful
* an in app browser to search and collect directly from within the app
* an infinite canvas to unleash each contributor’s creativity
* a dock to manipulate what’s been collected easily

**- Archiving and editing collected pages:** Contributors will now have the power to preserve and craft their collections. They’ll be able to quote, annotate and rearrange their content, making it simple to share the most important information and make it visible at a glance. These features are reserved for Advanced and Professional Premium accounts.

- **A new tiered offer**: Pearltrees Premium presents three different plans: Personal ($2.99/ month), Advanced ($4.99/month) and Professional ($9.99/month). Beyond privacy control, customization, and premium services, these 3 levels of Pearltrees Premium gives individuals, teams and businesses a complete set of options based upon their needs for security, archiving and storage.

Pearltrees recently surpassed the milestone of a million contributors, gathers more than 2 million MAU and collects over 50 thousand links every day.

Note: The iOS app for iPhone and iPad is currently in review in the AppStore and will be available in a few days.

**About Pearltrees:** Launched first in Beta in December 2009 and achieved a 1,0 release in November 2012. Pearltrees currently has more than a million of contributors, over 2 million monthly active users and more than 50 million pearls. In 2012, the company released an iPhone app that is consistently rated 5 stars. The product has also been featured multiple times by Apple, Google and Mozilla. Pearltrees has raised 8 million EUR / 11.5 million USD from a group of international entrepreneurs and angel investors. The company has been recognized by OSEO in Europe as a “leap forward” and was selected as one of only five companies for the Launch Pad at Web2.0 Expo in 2010