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**Pearltrees For iPhone Now Available In The App Store**

Company Launches First Social Library of Connected Interests for iPhone

**PARIS, FRANCE -- July 24th, 2012 --** [Pearltrees](http://WWW.PEARLTREES.COM), the social library that lets people have at hand everything they like, today announced the availability of the company’s iPhone app – a product that allows people to have all their interests in their pocket.

Pearltrees for iPhone is a new kind of library. One that takes the metaphor of a physical library, extends it to the form factor of the iPhone, and leverages the interest graph created by half a million current Pearltrees contributors. Ultimately, this lets users add anything that interests them or discover something of personal interest every time they open the app.

*“*With Pearltrees on your iPhone, you have everything you like at hand, easy to retrieve and even accessible offline. But what’s really unique is how people can make great discoveries related to their interests from the millions of topics curated by the community. Add to this the ability to make your own contributions and it’s truly like having a magical library in your pocket,” says CEO, Patrice Lamothe.

**A visually optimized library in your pocket**

Everything about the product has been reimagined for the smaller form factor of the iPhone. With the “pearl view” users can get an overview of any topic, while the reader lets contributors browse from page to page with just a swipe of the finger. Pearltrees for iPhone makes it easy to explore and fun to curate almost anything.

**Access your social library anywhere -- even offline**

Finally a library that never closes! Pearltrees introduces “offline mode.” Even without a network connection people can continue to use their accounts, browse their pearltrees and add photos and notes.

**Shoot, add and organize photos within your library**

With the Pearltrees iPhone app, users can snap new photos or upload existing pictures and add them to their libraries. This makes Pearltrees one of the most flexible and powerful tools available to keep, organize and share online images.

**Take notes, organize your thoughts or tell a story**

With Pearltrees for iPhone people can add short, text-based notes to their pearltrees. These notes-within-pearls allow users to annotate, capture and share whatever they please in the context of their links and photos.

**Browse the web blazingly fast**

Great efforts were made to accelerate the browsing of content. Now, users can explore the web at the speed of their device and not at the speed of a network connection.

**Free for download in the Apple App Store starting July 16th, 2012**

Pearltrees for iPhone will be available for free directly from Apple’s App Store starting on July 16th.

**About Pearltrees:**

Launched in December 2009, [Pearltrees](http://www.pearltrees.com/) has gathered more than 500.000 contributors and more than 25 million pearls. 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. Pearltrees has raised 5 million Euros last January from a group of international entrepreneurs and angel investors. The company has previously released an iPad app that is consistently rated 5 stars and also has browser extensions for Firefox, Chrome, Safari and IE.

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