



## Pearltrees introduces SmartCloud

**With Smartcloud, Pearltrees lets people import and organize automatically the feed of their social networks.**

Paris France – September 23rd, 2015. Today, Pearltrees, the place to organize and share all your interests, launches Smartcloud, a set of features that lets people import and organize everything they've shared on social networks and stored on the web. Smartcloud uses an automatic organization algorithm based on the tens millions of contents already sorted by Pearltrees' community contributors.

Patrice Lamothe, CEO and co-founder of Pearltrees comments: "With Smartcloud, you recover the memory of your life on the Internet. Each year, an average web user stores or shares several hundreds of contents that are buried in the depth of timelines. Now, with Pearltrees, web users can recover them and handle them. For massive imports, Pearltrees will automatically organize the users' contents by topics and by collections. Now, everyone can have a visual organization of all their interests in one single place."

Smartcloud is made up of three groups of features:

- 1. Imports** – Everyone can now recover their social networks' history, the files of their cloud storage services and their search results. With a few clicks, you can add in Pearltrees hundreds or thousands of photos, tweets, Facebook posts, Drive or Dropbox files... Thanks to imports, Pearltrees becomes the living memory of your life on the Internet.
- 2. The auto-organization** – When imported contents are massive, the "Smartcloud" algorithm comes in and sorts them by topics and by dates. This automatic organization relies on two complementary sources: the millions of contents already organized by Pearltrees users and semantic links extracted from the web at large-scale. Thanks to this innovation, everyone can benefit from the collective intelligence of Pearltrees community and web users.
- 3. The instinctive organization** – To add the last touch to your collections, you have to personalize them and re-organize them. For that, this new version offers contextually all the features of organization and personalization (collections moving, addition, edition...), according to current needs.

Pearltrees « Smartcloud » is available today on the Web. Mobile apps will be available in a few days in the Google Play Store and in the App Store.

**About Pearltrees:** Pearltrees, the place to organize all your interests, has gathered more than 2,2 million contributors, over 3 million monthly active users and 70 million items. In 2012, the company launched a 1.0 version and introduced a freemium business model that already generates significant revenue. Pearltrees has been featured multiple times by Apple, Google and Mozilla. Pearltrees apps on iOS and Android are consistently rated 5 stars and have been downloaded more than 2 million times. Pearltrees has raised 8 million EUR / 11.5 million USD from a group of international entrepreneurs and angel investors.

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