pearltrees

Pearltrees Announces "Meaning"

**"Meaning" is a unique organization system that
lets curators give meaning to everything they add to Pearltrees.**

Paris France – October 30th, 2014. Pearltrees, the place to organize all your interests, today released a new set of features to let curators give meaning to their collections. It includes an "editable grid", "drag-and-play" interactions, as well as real-time synchronization. A coherent interaction and display system that turns collections into full fledged organizations and lets contributors manipulate content in a simple, powerful… and truly spectacular way.

According to Pearltrees CEO and Co-Founder, Patrice Lamothe: "Meaning" brings curation to the next level by letting people express their thoughts through collections of digital items. Plus, we made it natural and fun! The UI lets you do exactly what you have in mind… Sometimes even guesses what you have in mind."

Check out "Meaning" in this short video: www.youtube.com/video

Three major elements make up the Meaning release:

1. Editable grid – Now contributors can create unlimited groups and sections within their collections. They can add text where they want, adjust the layout of their collections and move everything around -- a first for creative organizers!

2. Drag-and-Play – Not only can contributors add anything by drag-and-drop, this simple gesture now offers a large set of organization options: order things, create collections, break things up, move multiple items and more… Drag-and-play transforms organizing into pleasure.

3. Real-time Synchronization – Every change is visible for everyone instantly. No matter where the contributors are or what devices they're using, the modifications appear as they're made without hitting "Save" or "Sync". It's like side-by-side collaboration, no boardroom required.

Other new features that you'll find in this release include:
-- Big mobile app upgrades: making transitions from mobile to tablet to computer seamless
-- Tunable Interest feed: more of what's interesting delivered directly to your account.
-- More storage, same price! Up to a full 1 TB for professional plans ($9.99)
-- iOS 8: Add web pages easily with Safari and other apps

Pearltrees "Meaning" is available now on the Web and the Google Play Store. The app for iPhone and iPad is currently in review in the AppStore and will be available in a few days.

About Pearltrees: Pearltrees is a place to organize your interests with 2 million contributors, over 3 million monthly active users and more than 60 million items. In 2012, the company launched a 1.0 version and introduced their freemium business model that already generates significant revenue. Pearltrees has been featured multiple times by Apple, Google and Mozilla. Both the iOS and Android apps are consistently rated 5 stars and have been downloaded nearly 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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