



## Pearltrees Announces “Remix”

**“Remix” plugs a suite of editing tools into Pearltrees’ organization system to allow mixing and transforming samples of the Web, turning curators into creators.**

Paris France - March 12th, 2015. Today, with “Remix”, Pearltrees, the place to organize all your interests, upgrades the entire Pearltrees experience with composing, annotating, illustrating, captioning and personalizing features that make it possible to create and modify any item of a collection.

According to Pearltrees CEO and founder, Patrice Lamothe ““Remix” breaks the barrier between curation and creation by letting people, edit, transform and beautify the digital items they use to create their collections. Natural curators, like teachers, journalists, researchers and more, can expand their palettes and the reach of their work. By introducing self-expression options we unleash a new aspect of creation.”

Check out “Remix” in this short video: [www.youtube.com/watch?v=0U3-tJSZMRU](http://www.youtube.com/watch?v=0U3-tJSZMRU)

Clicking the new “pen” icon reveals Pearltrees full set of editing capabilities:

- 1. Annotate** (premium) – Explain what’s between the lines. Visually distinct annotations can now be added to any content. Deciphering texts such as lyrics, speeches, legal documents or poems is now a pleasure.
- 2. Compose** – Highlight what’s interesting. A WYSIWYG editor allows text modifications, formatting (bold, tabs, italic,...) and the addition of links. Now, people can play with web pages and share what they want.
- 3. Caption** – Bring more to your images. With “Remix” text can be added to collected images. It’s perfect to tell the story behind photos: memorializing events, preparing lessons or anything that comes to mind.
- 4. Illustrate** – Make content beautiful. Curators can now summarize their collected items by illustrating them with the perfect handpicked image. Visual people are sure to love this.
- 5. Personalize** (premium) – Imprint your identity or your feelings. Premium personalization tools extend control over the “look” of collections from backgrounds, to the level of zoom.

**Plus: Remix Web and App extensions** – Select precisely what to add to collections. The new set of extensions allow curators to select only what they want on the web - a snippet of text, a video, a photo or a link - without interrupting their navigation. The Web can be sampled like never before.

Pearltrees “Remix” 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, 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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