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Fluent Mobile Launches with Vision to Bring the Speed, Reliability and Convenience of Desktop Web Browsing to Mobile Devices

Debuts Fluent News Aggregator for All Current iPhone and iPod touch Devices

BOSTON (June 30, 2009) – Fluent Mobile, a mobile content organization and delivery company, launched today along with Fluent News, its first application for the iPhone and iPod touch. Founded by a team of internationally recognized computer science experts, Fluent Mobile is dedicated to bringing the speed, reliability and convenience of desktop Web browsing to handheld devices. Fluent News is the first iPhone and iPod Touch application to aggregate exclusively made-for-mobile content from the most trusted news sources across the Web into a single, easy-to-read and up-to-the-minute mobile newspaper. It's the fastest, most convenient way to browse and read news on the iPhone or iPod Touch. Fluent News can also be accessed through other mobile devices at <http://www.fluentnews.com>.

"We are going to redefine expectations for the mobile Web experience," said Micah Adler, Fluent Mobile's CEO. "Over just the past two years, the mobile industry has seen great advances in device capabilities, bandwidth and the sheer breadth of mobile content. However, browsing the mobile Web can still be an extremely frustrating experience. Fluent Mobile is dedicated to narrowing the experience gap between mobile and desktop Web browsing by optimizing the search, organization and delivery of dynamic mobile content. At the forefront of the news industry's transformation from paper to desktop to mobile, Fluent News is just the first step in our plans to improve the usability of the mobile Web."

Fluent News makes it fast and easy to see a broad range of the most important news being covered by the top news organizations. Fluent Mobile's team has developed proprietary algorithms that optimize the mobile browsing experience, including content relevancy algorithms that organize and prioritize the most important stories, making it easy to stay current. In addition, using Fluent Mobile's content delivery algorithms, Fluent News gives users unprecedented speed-of-access to the latest news in any section without waiting for browser windows to open and load.

Fluent News includes the following features:

- **All mobile content**, immediately ready to read and formatted for mobile – true one-handed browsing.
- **Top news sources**, including the *Washington Post*, *New York Times*, *Wall Street Journal* and CNN.

- **Full range of sections**, so readers can browse news by interests, including world, business, sports, entertainment, and technology. Read articles from the top sources dedicated to each section.
- **Instant access to complete articles** using the integrated browser, with pre-fetching of full-length articles, and intelligent bandwidth utilization.
- **Convenient news sorting** that reduces redundancy by displaying unique stories, yet offers readers the option to read related coverage. Browse by section, then simply click to dig deeper on any story and compare coverage from different outlets.
- **Constant updates** so readers always have the latest news.
- **Easy article sharing** through Facebook, Twitter and email.
- **Offline access to news** when an Internet connection is not available.

Feedback from beta users has been overwhelmingly positive. One noted that his favorite feature is, “the intuitive interface – the fact that it’s an application and doesn’t require opening a browser. The ‘preview’ under the headline lets you get the gist of many news stories without even opening them.” Another said, “...I can access the current news of the day before my morning newspaper is delivered! It is fast, the news articles from various newspapers, cable, etc., are at my fingertips and the format is great.”

The Fluent Mobile team combines years of expertise and published research in algorithms, information theory and communication protocols. Adler, a former tenured professor of computer science at the University of Massachusetts, Amherst, was also previously a co-founder, president and board member of CourseAdvisor, which was successfully sold to the Washington Post Corporation in 2007. Adler also served as CEO, president and co-founder of Adverplex, where his research in algorithms, probabilistic analysis and combinatorial optimization enabled the company to develop innovative technology to drive profitability for multi-million dollar SEM campaigns. Dan Chak, Fluent’s vice president of engineering, is the author of [Enterprise Rails](#) (O’Reilly Media), a guide for software architects developing and deploying large-scale Web applications, which was published in 2008. Additionally, he is featured in the book [97 Things Every Software Architect Should Know](#) (O’Reilly Media). Chak ran software development at CourseAdvisor and also built tools for customers to aid each other in making purchasing decisions for Amazon.com.

Pricing and Availability

Fluent News is available free-of-charge from Apple’s App Store on the iPhone or at <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=312886230&mt=8>. A demo video is available at <http://www.fluentmobile.com/demo.html>. Fluent Mobile plans availability on additional platforms over the remainder of this year. Fluent News updates, which are formatted specifically for mobile, are also available on Twitter by following @fluentnews.

About Fluent Mobile

Fluent Mobile, a pioneer in mobile content organization and delivery, develops applications that bring the speed, reliability and convenience of desktop Web browsing to handheld devices. By applying proprietary content relevancy and delivery algorithms developed by a team of internationally recognized experts in algorithms, information theory and communication protocols, Fluent Mobile's products redefine expectations for mobile applications. The company's first mobile application, Fluent News, delivers stories from the most trusted sources across the Web in one, intuitive and up-to-the-minute mobile newspaper. Founded in late 2008, Fluent Mobile is headquartered in Boston, Mass. For more information about the company, go to www.fluentmobile.com, or follow @fluentmobile on Twitter. To stay up-to-date on news using your mobile device, follow @fluentnews on Twitter.