

Qwiki App for iPad Now Available on the App Store

The Information Experience Moves Off The Web

SAN FRANCISCO, April 20, 2011 /PRNewswire/ -- [Qwiki, Inc.](#) today launched the Qwiki App for iPad on the App Store.

Qwiki CEO and Co-Founder, Doug Imbruce, says, "The Qwiki App allows users to fully experience Qwiki's benefits: dynamic information consumption that saves time and increases relevancy. The app is the first step towards fulfilling the company's vision of creating a consistent information experience across multiple platforms."

The Qwiki App moves beyond the [Qwiki.com](#) experience by using location-based capabilities to explore the world around the user. The intuitive Qwiki format is truly brought to life on the iPad.

Imbruce says, "Qwiki is especially useful for presenting location-specific content. Our rich, summarized format is ideal for information consumption on-the-go."

The Qwiki App beautifully weaves multiple sources of content into a cohesive presentation suitable for any platform. Users can currently browse over 3 million Qwikis with new topics added daily.

The Qwiki App is available for free from the App Store on iPad or at www.itunes.com/appstore/.

About Qwiki, Inc.

Qwiki was co-founded by entrepreneur Doug Imbruce and Internet industry pioneer Dr. Louis Monier (founder of AltaVista). The company's technology transforms data into interactive, rich-media narratives, delivering an "information experience." Qwiki debuted in September 2010 at the TechCrunch Disrupt Conference, where it won the TechCrunch Disrupt Cup. The company has raised a total of \$10.5 million in funding to date. To learn more, please visit www.qwiki.com. Twitter: @Qwiki. Facebook: <http://qwi.ki/fITVSS>.

Press Contact:
CeCe Cheng
Press@Qwiki.com