

Qwiki Pioneers New Information Experience

San Francisco, Calif. – TechCrunch Disrupt Conference - September 27, 2010 – At the TechCrunch Disrupt conference today, Qwiki introduced a new method for discovering information. The groundbreaking application produces an “information experience” in response to user queries, by combining on-the-fly infographics, video, narration, and interactive elements to describe any of 2,000,000 people, places and things – and soon much more.

Qwiki was founded by entrepreneur Doug Imbruce and Internet industry pioneer Dr. Louis Monier with the goal of revolutionizing how people interact with information on the Web. After years of prior research and development, the company is releasing its alpha product today. To get a deeper look at Qwiki, sign up at <http://qwiki.com>, or follow @qwiki on Twitter to receive an invite to the Alpha.

“The mission of Qwiki is to advance information to the point where it feels human,” says CEO Doug Imbruce. “As opposed to the manner in which people currently use the Web, which forces individuals to piece together text and related content by browsing many links and pages, Qwiki provides a consolidated, narrated experience created entirely by machine.”

“We are making significant progress on solving the challenge of remixing data into a quintessentially human format,” said Louis Monier, co-founder and CTO of Qwiki. “The goal is to help build a future where information comes alive – by creating a brand new immersive experience describing most anything in the world.”

With Qwiki’s first product, users can search millions of topics, which are then summarized to include only the most important details. Using a custom technology, Qwiki transforms static, unstructured information into rich, immersive experiences, or Qwikis. These Qwikis are part of a larger network, which allows users to browse from Qwiki to Qwiki to reveal an interconnected and far-reaching corpus of information.

“The beauty of Qwiki is in the name: it’s a brief, interactive overview that users can access at any time to discover a topic, person or place of interest,” said Imbruce. “Based on our core technology, people will soon be able to load Qwiki on mobile devices to learn about restaurants or attractions, or on iPads to learn about a new colleague. The possibilities are endless – Qwiki is a revolutionary new way to engage with information.”

About TechCrunch Disrupt

TechCrunch Disrupt San Francisco (<http://disrupt.techcrunch.com>), is being held Sept 27-29 2010, at the [San Francisco Design Center Concourse](#). TechCrunch Disrupt attracts over 1,500 leading technology innovators and investors and over 150 new startups. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate the most timely disruptions in media, advertising and technology. Afternoons host the Startup Battlefield where 25 new companies will launch for the first time on stage, selected to present from more than 500 applications received from around the world. Another 100 early-stage startups will exhibit in Startup Alley. TechCrunch will award a \$50,000 grand prize along with other award recognitions at the conclusion of the conference.

About Qwiki

Qwiki is a new way to experience information. Using proprietary, automated technology, Qwiki consolidates multiple sources of data on a given topic into a single, immersive experience. Seed investors include early investors and founders of several high-profile Silicon Valley companies, including Google and Youtube. To learn more about Qwiki, please visit www.qwiki.com.