

Qwiki Launches Public Alpha

Massive public interest drives early release of Qwiki's first product

Palo Alto, CA – January 24, 2011 – Qwiki, a startup pioneering the “information experience” via on-the-fly transformation of data into rich media narratives, today launched its public alpha, allowing open access to Qwiki.com where users can “experience” 3 million reference topics (people, places and things).

Doug Imbruce, Qwiki CEO and Co-Founder, says, “Based on the overwhelming positive response to Qwiki’s private testing, I’m pleased to release the alpha version of our reference product to the public. We believe Qwiki has created a more organic method of information consumption by merging art and science and are excited to improve the product in response to more user feedback.”

The public alpha will allow users to contribute content to individual Qwikis by suggesting pictures and video, providing input on sound quality, and embedding Qwikis on third party websites. The new features aim to increase the relevancy of Qwiki and answer the demand from private alpha users for content input, as well as integrate the Qwiki experience onto other sites.

Dr. Louis Monier, Qwiki CTO and Co-Founder says, “Qwiki is not search – it’s a new media format and a groundbreaking method of consuming information. The future of Qwiki is to allow mass creation and customization of rich media via our platform, and our new public alpha features represent the first step towards that vision.”

The public alpha launch comes after hundreds of thousands of user signups for the private alpha which launched on October 22, 2010. With the public alpha, users are encouraged to provide feedback to the Qwiki team as the product evolves and encompasses a larger corpus of information. To access the information experience visit www.qwiki.com.

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 recently raised \$8 million in Series A funding, led by Facebook co-founder, Eduardo Saverin. To learn more, please visit www.qwiki.com. Twitter: @Qwiki. Facebook: <http://qwi.ki/fITVSS>.