

IDIOMAG LAUNCHES MOBILE CHANNEL

You can now get your personalized magazine in your pocket

London, UK – 20th January 2009. Today, idiomag (URL: <http://www.idiomag.com>) announced the launch of its mobile-optimized music site, which can be viewed at <http://m.idiomag.com>. This new channel complements the web application and widget version, allowing readers to access their personalized music magazine wherever they are located.

The site has been user-tested over the Christmas holidays, and focuses on delivering a fast and simple experience. Readers can access their music news, reviews, and artist recommendations, through a clean interface which lends itself to the mobile environment. The site is compatible with all modern handsets, allowing it to work just as well on a Motorola Razr as it does on an iPhone.

As well as allowing anyone to access idiomag's music content on their phones, this launch also adds another channel to idiomag's publishing platform. The platform is available on a commercial license for publishers and brands.

idiomag, founded in 2006, is a platform that automatically creates personalized magazines from aggregated content drawn from a huge range of partners. idiomag's technology transforms the content into an engaging and consistent format, enhances each article with additional media and relevant external links, and delivers a personalized magazine to every reader, based on their interests. The service is currently focused on music content.

idiomag is a personalized content channel, customized to each individual user's interests. Content is aggregated from hundreds of partners, analyzed semantically, and intelligently collated into a coherent magazine format, with a relevant blend of content selected for each user. This creates a quality experience without editors or designers – a very scalable content delivery platform. idiomag.com currently runs 11,000 articles a month about music (although the technology is applicable to all verticals), from publishers including RollingStone.com and Billboard. The platform generates very high advertising rates and metrics, and can be licensed by publishers and brands. The technology is scalable to all publishing verticals, and can be delivered via mobile, RIA, HTML, and desktop applications.

To find out more, please view idiomag's 'About' page at <http://www.idiomag.com/about/>
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