

Press Release 2nd Feb 2010

EyeMags Pro – support for the professional publisher

EyeMags (eyemags.com), the mobile content app generator for all mobile phones and devices, announces “EyeMags Pro” today. “EyeMags Pro” is designed for the professional publisher. It enables the professional publisher to brand their apps within the builder user interface.

EyeMags allows publishers to create apps on the EyeMags website, which can then be downloaded onto mobile phones. Thousands of free apps are available for downloading. EyeMags have previously targeted the home user, but is now focusing its attention on the professional user. The CEO, Robin Jewsbury, said "Within the EyeMags app builder professional users can now define their own “theme” which totally defines all the branding elements within the application. These themes can be applied to multiple magazines so specific branding can be quickly applied to groups of magazines. Magazines can now have a separate graphical cover, product name and a defined icon. They can also fully define the “about” text and urls in the app. EyeMags is unique in that it currently supports virtually all phones including Java capable phones, iPhone, most smartphones, as well as lower end phones. What’s more we intend to support the iPad by the time it is released in March. This means that EyeMags Pro magazines will be available for the majority of phones and other mobile devices. We believe we’re the only company that is able to do this”.

To start using the professional capability, publishers must join the “Pro Club” for \$999 and then can purchase licenses for \$49 per app. This is a great deal cheaper than what similar companies are charging.

All this is in addition to the previous announcements in December when EyeMags announced a complete whitelabel capability for companies wishing to re-brand the whole of EyeMags. For an example of it being implemented at mobilemags.360fashion.net. Also in December e-commerce links were released and these are available in pro magazines within all the published stories. E-commerce links enable click to call, click to sms, click to feedback, click to map, and click to video capabilities.

Also released today are 2 videos explaining how the new capabilities are used. The first is an overview and the second is more detailed. Within the second video there are details of a promotion code which enables users to produce a pro-magazine for free (for non commercial use), so they can try before they buy.

The overview video is at:

<http://www.youtube.com/watch?v=KM19eYBFvsQ>

The detailed video of how to create the graphics elements is at:

http://www.youtube.com/watch?v=vE1Lt2Yw5_I

About Alibro Ltd

Alibro was formed in Oct 2009 as a spin off from the 4 year old VC funded startup RefreshMobile Ltd (with Mippin.com as their product). Alibro was founded by Robin Jewsbury, who was the co-founder of RefreshMobile. Alibro's purpose is to further the development of EyeMags.com and become the You-tube for Mobile Apps.

EyeMags website: www.eyemags.com