

Press Release

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Contact: info@myblood-line.com

Beta 3 release of the genealogy software MyBlood highly praised in Canadian Apple user group Magazine 'Double Click'
Cross platform capabilities called unique selling point in Genealogy application market

Antwerp, 23rd of October 2009. The Beta 3 release of MyBlood brought to market by Belgian based software company Vertical Horizon received high appraisal in Canadian Double Click magazine.

The fact that MyBlood runs with the same source code as well on PC* as on Mac OS* is brought forward as a unique characteristic in the genealogy application market. Reviewer Guy Lafontaine states: *"The data is sharable across platforms. This is very useful for collaborating genealogists."*

Lafontaine concludes: *"I was impressed with MyBlood program from the beginning. Installation was easy. The program is visually pleasing while not being confusing. Screen layouts are not cluttered. The use of color is effective and not harsh. Users who are more familiar using highly text oriented programs will find navigating in MyBlood is quite friendly. The program runs very well."*

It is difficult to review a beta program because it is still a work in progress. Nevertheless I recommend this program to you. The features which impressed me most were the smooth navigation by way of the top bar and the navigation bar, the second feature even more impressive was the effective use of filters either in searching in the find feature or in creating chronologies Time Maps or timelines. The incorporation of Google Maps to assign latitude and longitude to places associated with family events is not only effective but added interest to the family history."

Geert Jadoul, head of Product Development and Management is happy with this positive feed back and comments: *"It is very encouraging to see that the Beta 3 is received in such a positive way. We have been working hard to mature the product and are on the eve of releasing the full production version of MyBlood"*.

This is the last stage before entering into general availability of the MyBlood application, which is scheduled for the coming weeks.

The Beta 3 release is still downloadable for PC and Mac at: www.myblood-line.com Like the MyBlood Beta 2 release, Beta 3 is a commercial release. This means it is available at 50% discount of the price of the full release. Beta customers will be granted an upgrade to the final 1.0 and 1.x production releases at no cost.

**MyBlood runs with a single source code on Windows XP, Windows Vista, Windows 7 as well as on Mac OS X 10.5 or higher.*



About MyBlood

MyBlood is a genealogy application that targets every level of genealogists. It delivers simple views but deep insights on complex genealogy data, by combining relational database technology under the hood with superior visualization on the outside.

MyBlood supports multiple languages and comes with a free separate program to easily add your own translations and languages if required. MyBlood runs in the exact same way on the PC* as it does on a Mac. With full support for the international GEDCOM format, it produces highly portable data sets avoiding any vendor lock. With out of the box integration with Google Maps for "places" and "locations" it allows to visualize moves, travels, emigrations or any other kind of movements in your family history in an unprecedented way.

MyBlood will also bring a more natural way of working with any kind of media files like tagging people on pictures like many social network sites tend to do nowadays.

About Vertical Horizon

Vertical Horizon is an independent, Belgium based, start-up company that brings together the power of personal computing with in depth knowledge of genealogy. This resulted in the development of MyBlood, a state of the art genealogy application.

Vertical Horizon was started by seasoned and experienced IT professionals with a passion for genealogy. The Antwerp based company is owned and financed by its management team.