

Press Release

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Vertical Horizon releases update of its family tree application MyBlood 1.2

**New version brings advanced web export and bulk of usability
innovations**

Antwerp, Friday 2nd of April 2010.

Vertical Horizon, the Antwerp based software company, announces the general availability of its genealogy software MyBlood 1.2. The most eye-catching new functionality in this release is the extension of the export to html capabilities. Genealogy is all about people and the data they represent. Genealogists want to share this precious information with the outer world. This desire inspired us to create in MyBlood the ability to easily export genealogy data in a website structure. Release 1.2 comes with a set of templates, making an up to date family tree website only a couple of clicks away.

For the more advanced users there is also the possibility of creating or importing your own template (using straight forward .css files).

Besides this new functionality a number usability issues are addressed in this release; further tweaking the already robust GEDCOM import/export and additional sorting capabilities in a number of screens. Also the integration with Google Maps has been reworked, dramatically improving the 'hit' ratio when trying to find the exact location of places stored in MyBlood.

In this release also the integration with social network sites is introduced. The media (pictures, documents...) stored in the MyBlood media section can now be shared using the Picasa on line service.

Geert Jadoul, head of Product Development Management comments: *"I'm happy that 3 months after MyBlood 1.1 we release a new version that introduces really new functionality. This shows to the market that we are serious about the MyBlood product. For instance the integration with a social network site like Picasa is an illustration on how we think about sharing genealogy information in a contemporary way."*

Jadoul continues: *"We release the integration with Picasa in Beta mode, unlike the other new features. Since these communities are very user driven we look forward to receive feedback from them on how this needs to further evolve. The development team is working on integrating MyBlood with other popular social network sites. Consider it as a work in progress."*

MyBlood 1.2 is sold on the MyBlood site: www.myblood-line.com. A full functional trial version is available for evaluation purposes. MyBlood runs on Windows (XP, Vista and Windows 7) and on Mac OS X (Intel and PowerPC).



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.