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Yahoo! Premieres IntoNow 3.0: Accelerating Second Screen Experiences

Debuts Innovative and Fun Ways to Get More from the TV Exclusively on iPhone, iPad and iPod touch

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! (NASDAQ:YHOO), the technology powered media company, today unveiled the next evolution of IntoNow from Yahoo! that delivers a more innovative and engaging way for people to capture, communicate and discover television content. In an era where 80 percent of people watching TV now have mobile or tablet devices in-hand, IntoNow 3.0 gives fans entirely new ways to share moments on TV, learn more about what they're watching and engage with friends, social networks and the broader IntoNow community.

"iOS devices are pervasive in our living rooms, and second screen behavior is now commonplace. IntoNow wanted to up the ante and give people a whole new experience," said Adam Cahan, founder of IntoNow and vice president of Product, Yahoo!. "We're the first to offer some major technological innovations — like the ability to capture and share moments that happened seconds ago on TV or automatically identify songs playing in the background — all of which gives people watching TV with IntoNow 3.0 a unique, interactive experience."

IntoNow 3.0 from Yahoo! has been rebuilt and re-designed around three new features:

- **TV and Music Sync:** Taps into what people are watching to surface the most relevant content, including personalities, sports teams, songs, polls, or trivia, as it's happening on TV. **Music Sync** is the first technology to automatically identify "what's that song?" playing during a show — whether a live performance, featured song or even background music. Songs surfaced by Music Sync can be one-click purchased through iTunes or people can view the music video on YouTube.
- **CapIt:** Delivers industry-first technology that gives people the ability to capture and caption "did you see that?" TV moments like a breaking news story, a red carpet dazzler or even a funny scene. Simply tap a button and this iOS exclusive app will instantly synchronize and deliver still images of the program that is shown on TV. People can then select the image they want, add a caption, and share with friends on Facebook, Twitter or IntoNow.
- **Group Chat:** Instantly create private conversations with friends within the IntoNow app, form groups for a particular TV event; or set-up a recurring conversation to talk about favorite shows as the season progresses.

IntoNow 3.0 uses patented [SoundPrint](#) technology to automatically identify live or previously aired television content spanning more than 2.7 million airings. Over 160 U.S. TV channels are currently being indexed live, creating a rich database to build video discovery and programming experiences.

The IntoNow 3.0 App is available for free from the App Store on iPhone, iPad and iPod touch or at www.itunes.com/appstore/.

To learn more about the award-winning IntoNow from Yahoo! app, visit the [IntoNow website](#) and our company blog, [Yodel Anecdotal](#) for more details.

About Yahoo!

Yahoo! is focused on creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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