

# Clixtr

**SAN FRANCISCO, Calif. -September 15, 2009**

The Clixtr mobile application launched today at TechCrunch50. A talented group of MIT and Stanford grads created this service which turns smartphones into smartcameras. The application is a location aware mobile photo sharing platform. Clixtr allows users to create events, upload mobile photos, and for the first time ever, create real-time event photo streams with the users around them.

“We see people using the camera on their smartphone instead of their point and shoot cameras” said Fergus Hurley, the Clixtr founder and CEO. “Along with the rapidly increasing quality of the cameras on smartphones, they know where you are with built in GPS, your friends contact details through address book integration and you carry them with you all the time. Clixtr uses these capabilities to create an exciting real-time location aware mobile photo sharing platform.” Hurley attended the Summer Institute for Entrepreneurship at the Stanford Graduate School of Business in 2008 and subsequently left his PhD program at MIT in Electrical Engineering and Computer Science to start Clixtr.

With Clixtr, photos and events are public and can be followed live on the web or directly on mobile devices. Additionally, the app enables real-time event browsing by location or popularity. Users can follow and contribute to events as they happen around the corner and around the world.

“We strongly believe in a deep and powerful trend towards openness in the world, online and offline. One exciting aspect of our service is that it allows people to tune in to events, from wherever they live or work, on the go and on their desktop” added co-founder Romain Lacombe, who met Hurley while completing an engineering masters degree at MIT.

The Clixtr team recognizes the implications of the convergence of devices; people are able to carry one device in their pocket rather than several separate devices. Hurley added, “We strongly believe that the mobile web as it has first emerged on the iPhone is here to stay, and will literally change the world as we know and experience it.”

Clixtr was incorporated in October 2008 and received seed funding from top-tier venture capital firm Draper Fisher Jurvetson and angel investors in March 2009. Clixtr consists of a small team based in San Francisco, California. The Clixtr application is available in the iTunes App Store starting today.

## **About TechCrunch50**

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry’s most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, Bing, MySpace and Facebook, as well as venture capital and legal-advisory firms including Sequoia Capital, Charles River Ventures, Founders Fund, Redpoint Ventures and Perkins Coie.

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