

## **New Free Online Research Tool Replaces Unwieldy Bookmarks**

Access Deleted/Changed Webpages with iCyte's Intuitive, Easily Searchable Design

**NEW YORK, June 2009** – Clunky, disorganized bookmarks can only handle a certain amount of online information before they become unruly and difficult to sift through. Likewise, copy/paste doesn't save formatting, is difficult to organize, and is harder to link back to the original website for easy reference. A free new tool called iCyte is changing the dynamic for data storage and retrieval by saving and organizing "Cytes" (text, pictures, articles – even entire web pages) with the click of a button.

With iCyte, anyone can simply highlight the information he or she would like to save and click the iCyte icon on the browser toolbar. Then, the data can be categorized into different projects designated by the user. Tags and notes can be added for further categorization of data, creating an easily searchable database of the information each user finds most important.

"One of the most frustrating things about bookmarking is clicking on a page and finding out it doesn't exist anymore, losing your access to the information," said iCyte co-founder Stephen Foley. "iCyte has developed a unique patent-pending technique whereby your tags and notes are saved in context with the entire web page and stored on the company's server. Users can choose to access highlighted information with iCyte View or with Live View, the former of which enables you to view the webpage as it was when you first saved it."

Regarding iCyte's day-to-day uses, Foley adds, "iCyte is perfect for holding expired eBay pages, keeping blog history, organizing holiday accommodation, saving online purchase order receipts, storing and sharing student research – pretty much anything that is part of your daily internet usage." iCyte is the ideal product for college students; they can use it to store important research material for assignments, along with their own personal projects.

iCyte is completely agnostic; it works on any information users find online whether it is from Google, Yahoo, your Intranet, or a password protected online database. This makes it ideal to aggregate relevant data from any source.

iCyte content is easily shared between specific users or all iCyte users. Projects marked "private" can be accessed by other iCyte users by specifying to share the project with them. Depending on how users choose to utilize the tool, iCyte is perfect for individual or collaborative projects.

Additionally, the iCyte server hosts each user's Cytes, so users can save as much content as they want without having to worry about storage limitations.

"My View" provides a dashboard of user-specific content, including features like:

- A newsfeed highlighting recent user-generated content.
- Public and private projects, listed in sidebars to the right of the page.
- "Manage projects" link, allowing users to create or change projects, designate "public" and "private" levels, add notes, or add people to a given project.
- A section where other users can comment on shared content.

iCyte is currently available for Mozilla Firefox and Internet Explorer 7 on both Mac and PC computers. To download the tool for free, please visit: [www.icyte.com](http://www.icyte.com).

**About iCyte**

iCyte is a free, collaborative online research tool that organizes information and web pages. Visible within the browser toolbar, iCyte provides one-click functionality for saving text, pictures, articles and entire web pages, all of which are accessible through the tool – even if the information or page has been removed or changed. With iCyte, users can label projects as private or public, enabling them to work independently or collaboratively.

For more information, please visit: [www.icyte.com](http://www.icyte.com).

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