



FOR IMMEDIATE RELEASE
ICYTE RELEASE

BREAKTHROUGH SOFTWARE FOR ONLINE CONTENT

Never waste time or lose anything ever again!

MELBOURNE, SYDNEY and NEW YORK, May 11 -- iCyte (www.icyte.com) is a revolutionary software product that allows you to save, tag and annotate your online research. Free, and available for immediate download, iCyte is an easy-to-use, powerful and effective tool for managing online content.

If you have ever searched for anything online, you have probably struggled to find effective ways of managing the information. Whether you wanted to save something to come back to later, share information with someone else, or save your research for use in other projects, no simple solution existed.

For example, have you wasted time trying to replicate a search, or struggled to find an effective way to mark pages that interest you?

Bookmarking can be complicated and frustrating. Have you ever gone back to a bookmarked page only to discover it was GONE? Bookmarking only saves the link, and doesn't work if a page is changed or removed. The other alternative, cutting and pasting into word processing documents is time-consuming and tedious. Web pages generally don't translate well into word processing documents, and valuable time is wasted reformatting material. Creating PDFs retains the formatting, but offers no easy way to access or search the material later on.

iCyte was created because the developers knew there was a more effective way to manage online content. With the simple click of a button, iCyte saves the web page and selected text. Notes and annotations can be attached (they call them cytes) and the information is grouped into projects. This means that searching or retrieving the information later on is fast and simple, and because iCyte saves the information to a server, web pages aren't lost.

iCyte is ideal for any kind of web-based searching. It can be used in search engines like Google or across any online database. It's easy to use and great for everyday searching, but sophisticated enough for professional and academic research.

Projects can be shared with friends and colleagues, offering new possibilities for working collaboratively. It is ideal for students and professionals involved in individual or team-based research.

To show what iCyte can do, the website www.icyte.com displays a featured project which demonstrates how the product works. Better still, create your own account, and discover for yourself this breakthrough in web information management.

iCyte works with PCs and Macs using either IE or Firefox. iCyte is an Australian company with offices in New York.

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