

# Press Release

Date: for immediate release  
Contact: [info@myblood-line.com](mailto:info@myblood-line.com)

## Vertical Horizon announces Beta 3 availability of genealogy software MyBlood

New release builds further on enthusiast feedback of beta customers

*Antwerp, 2<sup>nd</sup> of August 2009.* Belgium based software company Vertical Horizon today announced the availability of Beta 3 of its MyBlood genealogy application.

This release is the last stage before entering into general availability of the MyBlood application, which is scheduled for Q4 of 2009.

The Beta 3 release brings a whole series of bug fixes, improvements and functional extensions compared to the earlier alpha and beta releases of the product. Most eye catching novelties are:

- Improved user experience:
  - Resizable windows
  - Adjustable font size for text, headers, buttons etc. throughout MyBlood
- Multi database support, allowing to have multiple files open simultaneously
- Integration with Google Maps
- Ability to use distance between locations or events as a selection criteria for searches
- Extended and improved support for export to html pages
- Added image editing tools to media section
- Extension of standard reports, including images support and PDF export
- ...

Geert Jadoul Head of Product Management & Development comments: *“This is an important step in the product life cycle strategy we have chosen for MyBlood from day 1. Our goal to empower every level of genealogists all over the world, has come a step closer. We look forward to receiving feedback from our beta customers and move to the full product release later this year.”*

The new beta release is downloadable for PC and Mac at: [www.myblood-line.com](http://www.myblood-line.com). Like the MyBlood Beta 2 release, Beta 3 is a commercial release. This means it is available at 50% discount of the price of the full release. Beta customers will be granted an upgrade to the final 1.0 and 1.x production releases at no cost.



### **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 separate program to easily add your own translations and languages if required. MyBlood runs in the exact same way on the PC (XP or Vista) as it does on a Mac (OS X). With full support for the international GEDCOM format, it produces highly portable data sets avoiding any vendor lock in. 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 file 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.