

# Press Release

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## Vertical Horizon announces update of its family tree application MyBlood 1.3

Extra navigation options further increase the intuitive user experience  
in MyBlood

*Antwerp, Friday 30<sup>th</sup> of July 2010.* Vertical Horizon, the Antwerp based software company, releases its genealogy software MyBlood 1.3. In this new release new navigation options were added to further improve the already intuitive user experience.

From this release onwards an optional 'person list' is made available on the right side of the window, assuring that all **people in the user's survey are literally always only one click away**. This new navigation functionality is available throughout the entire MyBlood application. However, if the user wants more working space, this additional 'person list' can be folded away. The user can also easily access the bookmarked people.

On the 'People workspace' of MyBlood1.3 the user now gets an overview of where that specific person **fits into his (or her) generation** and you can also navigate to the people workspace of any of those siblings.

Summarizing, one can say that MyBlood 1.3 allows easy **navigation between generations** (moving up and down the family tree) but also allows **exploring related people within a generation**.

Also the search facility has been extended with an extensive list of **online genealogy sources** like Ancestry.org, FamilySearch.org, Find a grave, Footnote....

These extensions and novelties show that MyBlood sets the standards for any contemporary genealogy software.

Geert Jadoul, head of Product Development Management comments: *"At MyBlood we think it is very important that a new release is not only bringing bug fixes but also offers better and new functionality. The MyBlood 1.3 version complies with this philosophy For instance we have completely reworked the 'task' functionality making it a real utility to the MyBlood user."* Jadoul continues: *"The new and extended navigation functionality focuses again on the user experience. Feedback from our customers tells us that what they like about MyBlood, but we want to take it a step further and be perceived as best in class. Release 1.3 is another step to meet that goal."*

MyBlood 1.3 is sold on the MyBlood site: [www.myblood-line.com](http://www.myblood-line.com). A full functional trial version is available for evaluation purposes. MyBlood runs on Windows (XP, Vista and Windows 7) and on Mac OS X (Intel and PowerPC).



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