



## **Squace Mobile Web Application Sees Widespread Adoption Since July**

*Swedish start up rockets from 0 to more than 250,000 downloads; adds access to 35 new U.S. sites; now works on more than 600 mobile phone handsets*

San Francisco, CA ([PRWEB](#)) September 18, 2008 -- Squace, [www.squace.com](http://www.squace.com), creator of the free application that makes surfing, searching and sharing Internet content possible on ordinary mobile phones without typing, today announced more than 2,000 copies of its free phone software are now being downloaded daily and that more than 250,000 people around the world have started using Squace since its introduction in the United States two months ago.

The Swedish start-up also used Mobilize 08, GigaOm's next-generation one-day mobile conference, to announce the addition of 35 new U.S. Websites to the Squace family, as well as support for more than 600 popular mobile phone handsets.

New U.S. Websites unveiled include [The Wall Street Journal](#), [The New York Times](#), [CNN](#), [ESPN](#), [San Francisco Chronicle](#), [Rolling Stone](#), [Reuters](#), [Huffington Post](#) and [TechCrunch](#).

According to a recent Gartner Group report, worldwide mobile phone sales will grow by 11 percent in 2008, with more double-digit growth projected through 2009. However, many cell phone manufacturers are trying to reduce device complexity while at the same time provide additional features to enhance the consumer experience in an era of declining service revenues, especially in the saturated markets of Western Europe, Japan and North America. Squace's application offers a way to maximize and expand customer usage from their current phone.

"If you don't own a new iPhone or fancy smart phone -- and you probably don't -- the mobile Web experience is horrendous," said Squace CEO and Founder Aage Reerslev. "That's why we created Squace -- to give average mobile phone users a fast, easy way to get the Web information that's vital to their busy lives any time, and from anywhere you have mobile phone service."

### How Squace works

Squace divides the mobile phone's screen into a grid of small squares. Each square is linked like a browser bookmark, but in alphabetical order, to a Web service or content provider such as a newsfeed, web site, game or widget.

As the user moves the cursor over the grid, pop-ups appear revealing the connected content. When the user finds the link they're looking for, a single click opens the content in a format that is readable and useful on a small screen.

"No more typing URLs," said Reerslev. "One click and your mobile phone takes you to exactly where you want to be on the Internet."

After setting up an account at [www.squace.com](http://www.squace.com) Squace delivers a set of links to relevant Web content based on the user's phone number. User can then add and delete any Web content from their phone or at their computer.

In a recent study by the Royal Institute of Technology in Stockholm, participants were asked to solve 10



information-searching problems. With Squace, they did it with up to 88 percent fewer clicks in nine out of 10 problems, and up to 78 percent faster in eight out of 10 problems, compared with a leading carrier's mobile Internet portal and software.

For content creators and advertisers Squace drastically lowers barriers to going mobile for Internet content creators and advertisers. There is no charge to use the Squace Tool Box, built on common, open standards, and makes it possible to adapt existing Web sites in just minutes, or create new mobile services in just a few hours.

And because Squace is network and handset independent, content creators and advertisers can be assured of a consistent look and feel for their content, services or brand on all phones.

#### Terms and conditions

Squace is free to download, use and share with friends. It now works on more than 600 Nokia, Sony Ericsson, HTC, Motorola, LG and Samsung phones. A complete list of compatible phones is available on the Squace web site.

Squace is independent of mobile telephony standards and can be used with 3G and GSM phones.

#### About Squace

Squace is a free mobile phone application for people who want fast, easy access to real-time Internet content anytime, anywhere. Squace gives users a uniquely phone-friendly, intuitive interface that makes surfing, searching and sharing Internet content possible on ordinary mobile phones without typing. Users can continually update and personalize their links so they can always get to what they want and care about most. For content providers and advertisers who want to use mobile phones to connect and interact with their Internet customers Squace provides a network-independent, open mobile platform for creating mobile sites in minutes and full-blown mobile services in just a few hours.

Go mobile! Download Squace today at <http://www.squace.com>.

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**Online Web 2.0 Version**

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