



Curiyo Releases Web App for Readers' Instant Gratification

Smart Pop-up Delivers Relevant and Dynamic Content on Millions of Topics.

NEW YORK, USA, September 11, 2013 /EINPresswire.com/ -- Today Curiyo.com officially launched its flagship web app, Curiyo, for all major browsers on Windows and MacOS. Curiyo is a new browser app that brings users everything they need to know from top publishers, social networks and bloggers. The pop-up web app is activated by a long-click™ on any word or phrase and provides a tabbed listing of relevant content without leaving the page.

"Effective reading is all about focus; the web is like a digital fire hydrant with overwhelming and always-changing streams of information to find, filter and digest," said Bob Rosenschein, founder and CEO. "Curiyo gives you instant gratification, delivering relevant content--in context--without leaving the page, on-demand, in one click."

Curiyo provides a 360-degree view of even the most dynamic topics, with entries compiled from encyclopedias, social networks, blogs, image and news sites, and other sources.

Not only is the app activated by long-clicking™ for one second on any word; it also automatically highlights interesting topics with a light, unobtrusive underline on select terms.

Curiyo is now generally available for users as a free download from <http://curiyo.com>, but has additional benefits for [bloggers and content publishers](#). By including a widget on their content pages, they can automatically deliver content to readers wherever they are browsing. Specialized tools to deepen integration and engagement are in final stages of development.

About Curiyo: Founded by Bob Rosenschein, founder and former CEO of Answers.com, a top-20 U.S. website, Curiyo's vision is to simplify and streamline online content discovery. With online content growing at unmanageable rates, the connection between reader and writer is becoming tenuous and fragmented, to the detriment of both parties. The Curiyo platform reduces browser tab overload and instead delivers useful facts on the spot, without distraction or wasted time.

Curiyo has gathered a team of accomplished professionals to create a robust, high-performance and scalable architecture, boosting publisher engagement and delighting readers. The company's seed investors include OurCrowd and Cedar Fund. Curiyo is a proud partner of the Israeli public service venture fund Tmura.org.

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