

For Immediate Release

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## BOOKGLUTTON.COM GOES MOBILE - RELEASES SUPPORT FOR ANDROID AND IPHONE

JANUARY 20, 2010 - BookGlutton.com has released a mobile version of its ebook reading platform for Android phones and iPhones. Using the phone's browser, readers can pick up where they left off in a book across laptops and mobile devices and make connections on the go.

"This is a key part of BookGlutton's strategy," says President Travis Alber. "One of the reasons we made BookGlutton a browser-based reading experience was portability. It's really exciting to see the BookGlutton network take off. We now see people reading on BookGlutton.com, via mobile browsers, and through our reading widget, which is installed on 3rd party sites. People are making connections across them all in slightly different ways. It's something users will want more of as smart phones and tablets become popular, and it's a great opportunity for publishers to expand their reach."

The mobile version boils BookGlutton's core site features down to the basics: reading and connecting. The ability to browse for other books in the catalog, see what friends are reading, manage collections, purchase books, and share wall postings are all included, but the pages are designed for mobile users. Clicking on a title opens a book, and depending on the platform either tapping or swiping moves users through it.

"This new version of the site is really lightweight," says Aaron Miller, CTO. "We've rebuilt the book pagination so it's incredibly fast, and simplified the reading experience overall. This is a great starting point for the next generation of our social reading platform."

## ABOUT BOOKGLUTTON

Launched in January 2008, BookGlutton is a web-based reading platform that enables people to connect and chat about books, inside the books. The Unbound Reader is built entirely on open web standards, is free to use, and allows both shared comments and real-time chatting on a chapter-by-chapter basis. <http://www.bookglutton.com>