

## Yuvee Unveils NeoKeys Launcher

*Free Software for Laptops and PCs Provides Pre-Packaged and Customizable Web Site Playlists Expanding and Democratizing Web Surfing*

For Immediate Release

HIGHLAND PARK, Ill./EWORLDWIRE/March 12, 2008 --- Yuvee Inc., which develops advanced user interfaces to simplify, speed and enrich the use of computing, entertainment and mobile devices, today unveils the NeoKeys(R) Launcher ('<http://www.neokeyslauncher.com>') - free software aimed at liberating today's Web surfers from visiting just a few over-powering Web sites, trying to remember and accurately type Web site domain names, keeping lists of usernames and passwords and other nastiness of the current Web regime.

"Just as Apple Computer liberated the personal computer when it popularized icons and pull-down menus, NeoKeys Launcher aims to reinvent the browsing and application experience for PCs, laptops and touchscreen tablets, and, later, mobile phones and other personal devices by giving people a simpler and experience-expanding user interface designed for how people use the Web now," said Yuvee President and Founder Tim Higginson.

Higginson unveiled the NeoKeys Launcher at Ecomm 2008 ('<http://www.ecommmedia.com>') in Mountain View, Calif., a telecommunications trade show focused on next-generation innovations for the telecommunications industry.

In his presentation, Higginson demonstrated how the NeoKeys Launcher enhances any Web experience, acting as a remote control for the Web by integrating the traditionally separate Web browser (for controlling the Web experience) and the desktop (for organizing and running applications).

"The NeoKeys Launcher unifies for the first time the desktop user interface and the browser interface into a single, small and easy application that works identically whether a user is accessing Web sites or running applications. Also, for the first time, it offers a user interface that works across any device category, offering the opportunity for users to learn one simple interface for all their devices. We are starting with a Web-oriented application because we can get straight to users for free. Later, we hope to get adoption in the telecomm industry which is traditionally very averse to innovation - the whole point of the '<http://www.ecommmedia.com>' conference - especially from emerging companies. The NeoKeys technology allows service providers to offer their subscribers a vastly better mobile Internet experience, among other benefits," Higginson said.

The starting point now is the NeoKeys Launcher for PCs, laptops and touchscreen tablets. "With the NeoKeys Launcher, people can surf the Web without first opening a browser and without typing in a URL address," Higginson added. The desktop graphical user interface with icons is twenty or more years old. The browser system of ever-expanding task bars on every edge of the screen is also about that old. Now that personal computing devices have become part of everyday life and the Web is a fantastic expanse of Web sites, people are ready for a better experience.

About Yuvee Inc.

Yuvee Inc. designs advanced user interfaces for next-generation computing, entertainment and communication devices, with a design philosophy centered on enhancing the users' lifestyles. Headquartered in Highland Park, Ill., Yuvee holds U.S. and international patents on the NeoKeys Launcher user interface and has patents pending worldwide. Yuvee and NeoKeys are trademarks of Yuvee Inc.

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**KEYWORDS:** yuvee, keypad, joystick, brushstroke, chinese, squawk, doodling, neokeys, mobile phone, cell phone, user interface, interface, keyboard, neokeys launcher. web software, surfing, browser, free software, user interfaces, ecomm 2008, [www.neokeyslauncher.com](http://www.neokeyslauncher.com), personal web assistant

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