



CONTACT:
Joe Braidwood
CMO, TouchType Ltd.
+44 (0)7949 081 796
press@touchtype-online.com

NEWS RELEASE

WED 14TH JULY 2010



Welcome to the typing revolution

- **A breakthrough in text prediction for smartphones**
- **SwiftKey™ enables effortless touchscreen typing**
- **Learns as you type to give even better predictions**

LONDON, UNITED KINGDOM — A British start-up company today launches a pioneering new technology that is set to change the way people write on their touchscreen phones – by doing most of the work for them.

London-based TouchType is giving away the beta of its SwiftKey™ software, which utilises patent-pending language technology to predict whole words as a user types.

The beta, currently available on smartphones running the Google Android™ platform, can increase writing speeds by up to 50% with its powerful prediction engine.

It was pioneered by two young entrepreneurs, Jon Reynolds and Ben Medlock, who met while studying at the University of Cambridge. “We are really pleased to be able to launch SwiftKey™ Beta after over two years of hard work,” said Reynolds, TouchType’s Chief Executive Officer.

“The incredible technology underpinning our application completely changes the way mobile users interact with their smartphones.”

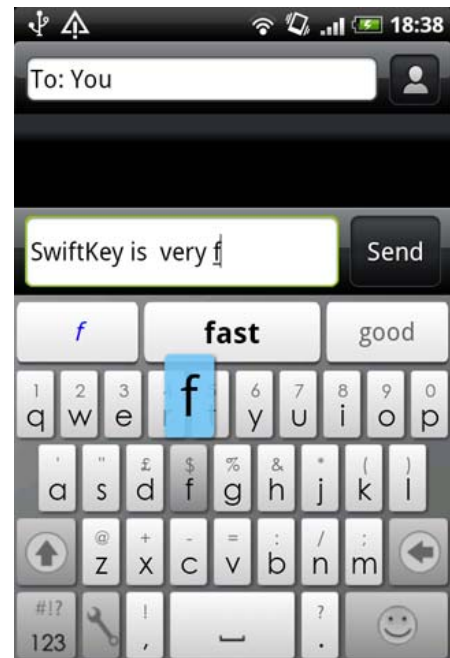
Unlike old prediction technology that simply relies on word lists, SwiftKey™ uses complex language models that understand how words are combined within sentences.



“We’ve analysed over 50 billion words in nine major languages to build the models that drive our prediction engine,” said Medlock, TouchType’s Chief Technical Officer. “SwiftKey™ is the first text entry app on the market to harness the incredible power of statistical language processing. It takes predictive text to a whole new level, resulting in an unparalleled user experience.”

TouchType alpha tested SwiftKey™ with a group of over 5,000 alpha testers for six months. The feedback the company received was overwhelmingly positive. “I just typed the majority of a sentence without typing anything. It was like it was reading my mind,” one tester said.

SwiftKey™ has also received glowing reviews. “This is brilliant, absolutely brilliant,” said Harry Wallop, Consumer Affairs Editor for the UK’s Daily Telegraph newspaper. “This is the best predictive text I have ever come across.”



Jerry Hildenbrand, reviewer at the influential Android Central blog, said: “SwiftKey™ is like an English professor is alive and working inside your phone. It’s still in beta, but it’s already an amazing little application.”

Ends.

Further quotes about SwiftKey:

“The app is actually fairly epic. The damn thing reads my mind.” – John Furneaux, Huddle.net

“Great idea, the keys on some of these phones are incredibly tiny, and if you’re not used to your touchscreen keyboard... something like this to help you speed up writing will surely help.” – Stuart Miles, Pocket-Lint.com

“It’s incredibly fast and the text prediction is simply brilliant... I used to be a huge Swype junkie, but I truly find this faster.” – Intx, XDA Developers Blog

“Very good! It’s going to save me a lot of time, so I’m sold.” – Hermione Way, Techfluff.tv

“Thanks for making the best mobile keyboard out there! It’s absolutely astonishing how well the prediction works. It just makes me want to keep on typing!” – Alpha tester

Notes for Editors:

TouchType Ltd. is an innovative technology company based in London, UK, that specialises in providing revolutionary text prediction software for mobile and computing devices.



CEO Jon Reynolds on Sky News with Martin Stanford

The technology that powers SwiftKey™ is called the Fluency™ Prediction Engine. It draws on recent breakthroughs in Natural Language Processing from the University of Cambridge and provides the best text prediction experience on the market.

TouchType works alongside leading technology manufacturers, mobile operators and software developers to bring customers the highest standards in text prediction software.

We offer consumer solutions such as SwiftKey™, our text prediction app for smartphones, as well as our backend Fluency™ engine for developer partners.

TouchType was selected as one of five British mobile technology companies to exhibit with the UK Government’s Department for Trade and Investment at the Mobile World Congress in Barcelona, February 2010.

SwiftKey™ features include:

- Support for US/UK English, Spanish, French, German, Italian, Dutch, Portuguese and Swedish
- Unique next-word prediction engine based on word context
- Rapid and comprehensive learning of individual writing style
- Up to 50% greater text entry efficiency than other market solutions



- A third of next words predicted without any character input
- Relevant, personalised predictions
- Advanced error correction designed for small mobile keyboards
- Novel and intuitive user interface
- Inline spelling and grammar correction
- Automatic accent insertion (for non-English character entry)

Our Chief Executive Officer, Chief Technical Officer and Chief Marketing Officer are available for interview. Please get in touch if you are interested.

An artwork pack is available at <http://www.swiftkey.net/artwork.zip> (7.2mb).

For more information please contact press@touchtype-online.com, call Joe on +44 (0)7949 081 796 or visit www.swiftkey.net. For information on TouchType Ltd., visit our corporate website at www.touchtype-online.com.