



Interclue add-on popularity prompts talks with US web giants

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Christchurch-based start-up Interclue has turned heads among major internet players with its flagship product, an add-on for Mozilla's Firefox web browser.

'Interclue for Firefox', the first Firefox add-on developed in the Southern Hemisphere to be recommended by Mozilla, will be a hot topic next month when CEO Seth Wagoner travels to the United States to explore investment opportunities and initiate talks with US-based internet giants.

In a well-timed gauge of its popularity, Interclue's add-on netted over 13,000 downloads in just 24 hours during 'Download Day 2008', which marked the recent global launch of Mozilla's latest Firefox 3 browser.

Wagoner, who first listed Interclue on Mozilla's add-on directory in June 2007, says time spent enhancing features and ensuring seamless compatibility with the latest Firefox version has seen the application gain a loyal following from the online community and secured its popularity.

"Interclue runs twice as fast on Firefox 3 as it does on Firefox 2, and effort spent ensuring it was fully compatible for the browser's latest release launch has been well worth it. The response from Firefox users and the online community in general has been fantastic, and we're very much looking forward to developing and streamlining our add-on further," Wagoner says.

On 17 June, 2008, Mozilla achieved a Guinness World Record for the largest number of user-initiated downloads of a software product, achieving well over 8 million in the 24-hour period. On the same day, Interclue achieved over 13,000 downloads, surging to over 1000 per hour at peak times.

'Interclue for Firefox' enhances the browsing experience by providing useful information about web links in a user-friendly manner. Small icons appear next to mouse-overed links allowing for quick identification of popular websites and known file types, while also warning users about dead links and potentially malicious sites. Dynamic tool-tips attached to those icons provide much more information, including full text previews and in-line players for links to mp3 files or YouTube videos.

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About Interclue

Interclue Ltd is a privately backed New Zealand start-up company housed in the Canterbury Innovation Incubator in Christchurch. Its first product,

'Interclue for Firefox', provides convenient, automatic content previews in a tool-tip window next to any web link. The add-on is ideal for journalists, bloggers, researchers and content creators, and other web users requiring greater value and efficiency from their online activity.

Unlike web-previews installed on select sites by webmasters, Interclue works on all of the pages a user visits, including corporate intranets and other sites not indexed by search engines. The company plans to release versions of Interclue for other popular browsers such as IE7, Safari and Opera in the near future. Visit www.interclue.com

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