

FOR IMMEDIATE RELEASE

OneSwirl, v0.6 release

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San Jose, CA / Towson, MD - OneSwirl, swirling your oceans of data together

March 17th, 2008 (3/17/2008) marks version 0.6 of *OneSwirl*, a new "lifestream aggregator", a product ("web service") of Intuitive Industries LLC. In addition to the previously supported services, *OneSwirl* now directly integrates with Google Reader (Shared or Starred Items), Amazon Wish Lists, FunnyOrDie, Facebook Status, and blog posts.

There are new features to note with this release: the debut of "OneCard" and a small widget library.

"swirling your oceans of data together"

OneSwirl Philosophy

"OneCard" is a visual implementation of the hCard standard [<http://www.microformats.org/wiki/hcard>], a machine-readable method for the representation of people. *OneSwirl* has taken this concept one step further by creating an interface on top of the hCard formatting, to make the data more human friendly. Presented in what could be described as similar to a business card, a user's data ("opt-in") is displayed, listing contact methods, personal identification, and a picture. This new feature is designed to help bring all of a user's digital life into one location.

A small widget library has also been debuted [<http://www.oneswirl.com/widgets.php>], allowing users to promote their *OneSwirl* public page, or to display their "OneCard" in other locations.

For more information, visit <http://www.oneswirl.com> or email main@oneswirl.com

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