



Plizy Brings Personalized Video Content to the iPad

Video curation company launches in private beta for iPad, announces \$1.2m in angel funding

May 19, 2011 (SAN FRANCISCO) – Plizy, the best app for discovering, sharing, and watching online video, is pleased to announce the launch of their private beta for the iPad. Available today on the iTunes App Store, Plizy delivers personalized video recommendations directly to your iPad, based on your social graph, history, and interests .

Not sure what to watch on your iPad before you go to bed? Fire up Plizy and its unique recommendation algorithm will generate personalized channels based on your tastes and past behaviour. The more you use Plizy, the more the platform “learns” and adapts to your viewing habits, as well as the viewing preferences of your friends via Facebook and Twitter.

At launch, Plizy features content from Revision 3, as well as YouTube, Dailymotion, Vimeo, and more!

“We’re surrounded by dozens of ways to access video, and loads of content, but when it comes to watching all you really want to do is kick back and relax,” said Jonathan Benassaya, CEO of Plizy, “We are pleased to be launching the Plizy private beta for the iPad, and we look forward to bringing our innovative video platform to additional mobile and connected devices in the near future.”

Download Plizy from the iTunes App Store today.

About Plizy

Have you ever wanted to just relax and watch some video, without necessarily knowing what you want to watch? Say there's nothing interesting on demand, and none of your favorite TV shows are on. What should you do? You could go online, but there are so many videos and sites, it's impossible to know where to start.

Plizy is the solution to that problem. Plizy learns who you are and recommends videos based on what you like. Our unique recommendation engine builds an "entertainment graph" using your existing graphs (including Facebook and Twitter). We already know what you want to watch, and we find you video content we know you'll enjoy, so you can sit back and relax, watching new content you will love.

Plizy is launching as an iPad app, but the platform will soon be coming to other connected devices, including TVs, set-top boxes and other tablets. The company is headquartered in New York with offices in New York and Paris.