

Dear cliqcliq fan,

Hi! It's been a while. We've been busy. :)

First off, we know a lot of you out there hated our former icon for Colors. So... Colors 2 has a brand new icon that we really like. We hope you like it too!



Second, though we're still waiting for approval from Apple, we wanted to let you know before anyone else about our upcoming apps. Of course we have a big update for Colors, but we also have two brand new apps: Points and Quickpic. We're expecting all of these to be available in the iTunes App Store towards the end of the year or very early next year (they've already been submitted, but Apple's taking a little holiday break).

Colors 2 is a rethinking of how we developed and presented our color management tool. It is reorganized and much more efficient. We also added online integration, for uploading to and browsing palettes from cliqcliq.com (integrated in the app). We originally intended to integrate with Adobe Kuler and/or Colourlovers, but there were some licensing and technical concerns that prevented us from doing that -- perhaps in the future though. The new organization will also let us add new features to Colors more easily, so expect some updates soon.

Let's talk about our brand new apps. We're super excited about Points! Points is a new kind of social game that is really based on the core element of all social games: it lets you give points to friends, arbitrarily. You can also take away points and give and take virtual money. It may sound like a silly idea at first, but we've been testing it and it's really fun. Think about it. Have you ever been out with a group of friends and been like, "Dude, 50 points if you can eat this bag of marshmallows



before the end of the commercial.” And, you’ve probably wished you had a way to keep track of these “points”. With cliqliq Points, you can! More seriously though, Points is a cool tool/game for keeping track of the little victories and setbacks in life. If someone takes you to lunch, give them 15 virtual bucks. If they tell a lame joke and embarrass you in front of some hot chicks/guys, take away 100 points. That way, when you want to gloat how you’re totally kicking your friends’ butts in Points, you can look back at all the reasons why.... We hope you enjoy playing with it as much as we do!

Next up is Quickpic. For a lot of companies, spending time to develop a full-fledged iPhone app is a really big deal. It can cost tens to hundreds of thousands of dollars to produce a really great app. However, writing a web app with Mobile Safari is significantly easier, and is often just about everything you need. One thing you can’t do with Mobile Safari however, is upload files. This is a bummer, because small, social sites like our friends at Burbn.com don’t have the resources for making a native app, but are happy to accept uploaded photos and video as part of their social sharing experience. Having Quickpic installed on your iPhone lets developers of Mobile Safari web applications handle photo and video uploads, which is really cool.



Quickpic’s other use, what you see if you launch the app from the home screen, is to let you browse and email photos. Your iPhone already lets you do this, but we added in some cool features. First, Flickr integration. Like all our new apps, Quickpic lets you use Flickr as a photo source. You can search Flickr and email your favorite photos to yourself and your friends. Another nice thing is that Quickpic is a single app that handles the photo browsing and emailing experience, so there’s no more switching between Photos and Mail. If you typically send photos to the same place, it also remembers where you last sent them, so you don’t have to enter the address(es) again. So, if you’re at a party and you want to keep another friend that couldn’t make it up-to-date, you would just enter the address once and then every time you took a new pic with Quickpic, it would get emailed to them. It’s simple.

One last thing we wanted to mention is that we’ve been working with Yahoo! to help them bring their new Yahoo! Shopping app to the store. We’ve been

working with them for a little while now and it's been great so far. We recently released the 1.0 version of Yahoo! Shopping to the app store, which is a little rough around the edges, but it's a good start. We're going to continue working with them to help improve it and make it the great product we know it can be.

It's been a somewhat hectic but great-in-a-crazy-kind-of-way year. We hope you all have a safe and happy holiday and we look forward to hearing your feedback,

- cliqliq