

## EasilyDo Comes to Android

*Smart Assistant App Gets the Right Information and Gets Things Done*

Mountain View, CA (May 21, 2013, 8 a.m. PT):

### Core News Facts:

- [EasilyDo](#), a time-saving smart assistant app in the iOS market, comes to Android as a free download from Google Play, the Samsung Store, and the Amazon Appstore today.
- This launch marks the first mobile smart assistant app (for both iOS and Android) that is truly proactive and offers to complete tasks for users.
- EasilyDo anticipates the users' needs before they ask. It suggests relevant actions based on the users' calendars, Facebook, Twitter, LinkedIn, multiple email accounts (Gmail, Yahoo, iCloud, AOL, Exchange) and other apps such as Evernote and OpenTable.
- Currently, EasilyDo anticipates and automates 36 tasks (known as 'Do Its'), more than any other personal assistant app on the market.
- EasilyDo for Android brings users:
  - **One new 'Do It' a week for automating everyday actions:** This launch brings 22 of EasilyDo's 36 'Do Its' to Android users and the team will automatically add a new 'Do It' every week without requiring an app update.
    - These include birthday greetings, important friend updates, RSVPs, time-to-leave alerts, email alerts, package tracking, receipt filing, boarding passes, and many more.
  - **Android-Exclusive Features:**
    - **Widget:** See the topmost card in your EasilyDo feed right from the widget on your Android home screen.
    - **Next Calendar Events List:** Improved upon prior versions of the app, EasilyDo for Android displays all calendar events for the next seven days in an elegant scroll view.
- Since launching on iOS in December 2012, EasilyDo has identified 15 million tasks and completed more than five million actions, saving people more than six years of cumulative time.
- The Android market is growing rapidly, offering an opportunity to reach a new set of enthusiastic users:
  - Android has a global partnership of over 60 manufacturers. ([The Appside](#))
  - More than 750 million Android devices have been activated globally. ([The Appside](#))
  - Twenty-five billion apps have now been downloaded from Google Play. ([The Appside](#))
- Download the app today from [Google Play](#).

### Quotes:

Mikael Berner, CEO and co-founder, [EasilyDo](#)

"We make smartphones smarter and, as a result, people save time and get a sense of relief from feeling accomplished. The expansion to Android will more than double the time we save users, and we look forward to delivering new automated tasks on both platforms every week."

### About EasilyDo

EasilyDo is a smart assistant that gets the right information and gets things done. Founded in 2011 by Mikael Berner, former CEO of BeVocal, and Hetal Pandya, former Director at Nuance, EasilyDo is on a

mission to reimagine and simplify how we get things done. The company is backed by Mayfield and USVP and is headquartered in Mountain View, CA. For more information please visit [www.easilydo.com](http://www.easilydo.com).

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Contact:

Paige Thelen

Inner Circle Labs for EasilyDo

[EasilyDo@innercirclelabs.com](mailto:EasilyDo@innercirclelabs.com)

(415) 684-9404