



Can fresh ideas bring new life to News Readers?

“Haku: Discover Better” is a new data-driven news app, from the L.A. based team at Haku Inc. On sale this week their new offering is a fresh take on personalized news and content discovery. Think ‘Spotify’ for news and content.

“We are constantly looking to find ideas that connect us to the world around us. And that's what we're doing with Haku, connecting people, to the ideas that matter most to them.”

- Beau Barbour, Founder & CEO

While most companies take a particular problem, and go in search of elegant solutions, the team at Haku, started with an elegant solution (tags), and went looking for the right problems. What they found lead them to a simple realization.

“When you start with a solution, the answers are already there. You just need to follow where they lead you. ”

-Jascha Rynek, Founder & Director of Technology

And so a simple idea became the foundation of an entire content discovery ecosystem, with a stunningly simple app at it's core. An app that allows users to **discover, explore, curate, & share** the best content the web has to offer. All through the lens of a single idea.

“Imagine the web without URLs, and you just tag it. Data science does the rest. I'm impressed with Haku's ability to make content relevant in such a unique way.”

- Nanea Reeves, President, TextPlus

Popular reader applications like **Flipboard, Pulse, Feedly**, and others, allow users to browse content by source or category, and add their favorite content to a giant pool of their ‘interests’. Haku adds new dimensions to readers, by offering consumers several new ideas.

Haku puts the power of data-science into the hands of the consumer. While most app and content models utilize data-science to collect insights for advertisers, Haku uses data-science to collect insights for you, and further, puts the keys to those insights firmly in your hands.

“A User tag is a portable key to any user's interests. We imagine a world where these keys can be used to request personal recommendations from websites, retailers, and content providers, around the web. It's a simple idea, but it represents a polar shift from today's ad driven web.”

- Beau Barbour, Founder & CEO

Haku gives users with ‘data-driven’ insights related to any topic. These insights are seamlessly integrated as interactive ‘tag clouds’ that allow users to explore the actual concepts that are driving content.

Finally, Haku not only uses tags to help users discover content from around the web, but it extends the power of ‘tags’ directly to it's users in the form of two new concepts: Quick tags and User tags.

Quick tags allow users to ‘tag’ content to a personal content feed represented by a User tag. This simple idea adds a powerful new dimension to Haku, with utility that actually surpasses that of popular social bookmarking sites like **Pinterest and Delicious**. Quick tags are a great way to bookmark and save your favorite content, but they also allow users to add nuanced sentiment and/or comments to their content feed.

Check out Haku's new data-driven news reader “Haku: Discover Better”, available now in the Apple App Store and Google Play Store. You can also visit them online at: <http://www.haku.la>

