FOR IMMEDIATE RELEASE:

**tagSurf partners with URX to break content out of native apps**

*San Francisco, California – December 15, 2014 –* tagSurf, the iOS and Android app that lets users surf trending social media posts in feeds based on hashtags, is teaming up with deep link search engine URX to pull native content from multiple news and social apps into one feed to rule them all. Now tagSurf users can swipe through top posts from social networks like Pinterest, Tumblr, and YouTube, along with articles from publishers like BuzzFeed, Bleacher Report, and TechCrunch, all related to the same #topic. Using the deep links provided by URX, surfers can easily jump into the native app for whichever publisher or social network the content was discovered on, where they can interact with its original poster and the rest of the community. This makes tagSurf a great way to stay engaged with many social networks at once without being limited to surfing only one at a time.

In an interface inspired by the social dating app Tinder, tagSurf serves up photos, GIFs, and links to articles on cards which can be swiped right or left to indicate a like or dislike, respectively. These votes are aggregated by tagSurf to determine which content is popular and relevant to each hashtag. They allow the best content to trend to the top of a feed very quickly, while irrelevant things are buried at the bottom of the stack, where only the most active surfers will see it. This creates dynamically changing feeds for each tag that evolve to reflect the preferences of the crowd that surfs them.

With help from URX, tagSurf is expanding its content sources beyond Imgur, the home of the web’s most viral images, to include many of the top publishers on today’s social networks. While surfing these feeds, users can launch the deeplink for any card by clicking its source icon and be directed to the content inside a native app, or the publisher’s website if the app isn’t installed. This level of integration is rarely seen between 3rd party apps, and is powered entirely by URX’s deep link index and native resolution SDK.

 “The URX App Search API allows us to focus on providing a rich user experience around high quality content, without any of the infrastructure overhead behind web crawling and native URL resolution” says Paul Lacey, co-founder and CEO of tagSurf.

tagSurf is still in beta, and is continuously experimenting with ways to better customize its feeds. This rollout also introduces the ability to filter based on more than one tag, allowing users to surf sub-genres on specific networks. (i.e. #youtube,funny or #pinterest,fashion). Also in the works are several tweaks to the ranking algorithm designed to help users discover content more specific to their tastes based on the votes of similar surfers. All handled anonymously behind the scenes, of course. “We won’t stop until we’ve created the world’s first endlessly entertaining feed” says Paul. “There’s a lot to look forward to in 2015.”

A complete list of the apps and publishers whose content is now available on tagSurf is:

500px,

BleacherReport,

BuzzFeed,

CBS,

Engadget,

Etsy,

Flickr,

Flipboard,

Fox News,

The Guardian,

Huffington Post,

Imgur,

Medium,

Pinterest,

TechCrunch,

Tumblr,

The Washington Post,

YouTube

The tagSurf app is available on the web at <http://beta.tagsurf.co> and for download in the iTunes and Google Play app stores.

iOS: <https://appsto.re/us/hYmt1.i>

Android: <https://play.google.com/store/apps/details?id=co.tagsurf.tagsurf>

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