

Unified Inbox to acquire HelloInbox

07 FEBRUARY 2013

SUMMARY

Unified Inbox (www.unifiedinbox.com), the social conversation and collaboration platform, today announced that it has entered into a definitive agreement to acquire HelloInbox, the app to check and send all your email and social network messages on your iPhone, for an undisclosed sum.

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"We are excited to welcome HelloInbox to our family", said Toby Rueckert, Founder and Chief Executive Officer of Unified Inbox. "The HelloInbox team and in particular Dirk is as dedicated to streamlining multi-channel communication as we are, and we are looking forward to leveraging their expertise in the mobile application space to enrich the Unified Inbox experience. Nowadays Internet services must have a strong mobile strategy, and the knowledge and experience of HelloInbox is exactly what we need in the mobile arena."

"We are very happy to have joined Unified Inbox", said Dirk de Kok, Co-founder and Chief Executive Officer of HelloInbox, who will be joining Unified Inbox's mobile strategy team. Message overload is becoming a bigger and bigger problem, users expect to be able to check and respond to all their messages everywhere all the time. Talking to Unified Inbox over a period of time we realized that our mobile apps combined with the strength of the Unified Inbox platform could deliver a world-class product. We look forward to contributing our mobile expertise in ways that delight consumers and business users alike."

"We have a strong value proposition with the world's first unified inbox across devices and platforms including the web, tablets and mobile phones. Inboxes more and more become intelligence hubs where the mobile experience is key to both private and professional of users", said Markus Lehnert, Co-founder and Chief Financial Officer of Unified Inbox. "The combination of Unified Inbox and HelloInbox will give us an even better mobile expertise to become the premier independent communication and collaboration provider of choice."

By enabling Unified Inbox to deliver a great mobile experience for users and businesses, the acquisition supports the Company's focus on continuing to enhance the way users communicate via various online channels. Unified Inbox has recently released their platform in beta to a large group of consumers and businesses, and expects to launch publicly later this year.

About Unified Inbox

Unified Inbox is a cloud based unified conversation & social collaboration platform that centralizes external conversations, social engagement and internal team collaboration into one single platform across desktop and mobile devices.

Unified Inbox enables employees to respond faster, more efficiently and build better business relationships improving your ability to connect with prospects, customers and other internal departments across multiple channels and devices from one single place.

The company is headquartered in New Zealand with operations in Germany, France, United Kingdom, India, and Singapore.

Media contact:

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Links & Resources:

- Website: www.unifiedinbox.com
- AngelList: www.angel.co/unified-inbox
- Company: en.wikipedia.org/wiki/Unified_Inbox
- Product Teaser: www.uib.li/uibteaser

People profiles:

- Toby Ruckert: www.linkedin.com/in/tobyruckert
- Markus Lehnert: www.linkedin.com/in/markuslehnert
- Dirk de Kok: www.linkedin.com/profile/view?id=1536331

RELEVANT LINKS

 Unified Inbox
<http://unifiedinbox.com>

QUOTES

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— Toby Ruckert, CEO and Founder, Unified Inbox

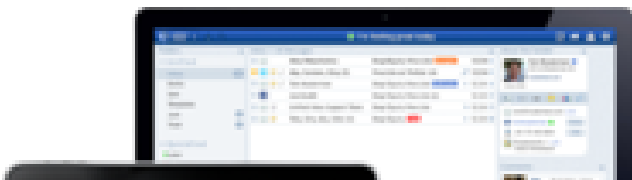
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— Dirk de Kok, Co-founder and Chief Executive Officer of HelloInbox

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— Markus Lehnert, Co-founder and Chief Financial Officer of Unified Inbox

IMAGES





CLIPPINGS

Unified Inbox Acquires iOS App HelloInbox

↪ [Source: thenextweb.com](http://thenextweb.com)

Unified Inbox makes its first acquisition :: Idealog :: the magazine and website of New Zealand creative business, ideas and innovation

↪ [Source: idealogue.co.nz](http://idealogue.co.nz)

ABOUT UNIFIED INBOX

We make human to machine communications simple.

UIB is a global software and services company. We invented the UnificationEngine™ intelligent IoT messaging platform to solve the problem of how to talk to cloud-connected software, services, chatbots, and devices. Available now, global enterprises use UnificationEngine to transform their businesses' results and government authorities, including smart cities, use UnificationEngine to transform their citizens' lives.

Adding our UnificationEngine-powered SmartContact to your smartphone's address book, allows you to talk to any connected "thing" or service in any language using natural language text and voice messaging on over 20 of the world's most popular communications channels, including WhatsApp, SMS, Facebook Messenger, email, WeChat, and many more.

Our intelligent IoT messaging is helping home appliance manufacturers, hospitality companies, telecommunications providers, airlines, hospitals, and others to increase their revenues, decrease their costs, and delight their users. With UnificationEngine, people everywhere can control connected products and receive alerts and notifications on the social media, messaging, and chat platforms they already use without the need for additional apps or external devices!

Try UnificationEngine for yourself now on our live demo at <http://demo.unifiedinbox.com>.



Unified Inboxnewsroom