

SEATTLE--([BUSINESS WIRE](#))--Spectral Capital Corporation, (FCCN.QB) announced today that its portfolio company, Noot, has released a major update for its smartphone mobile news reader for Android and iOS operating systems. The update offers a new design, improved discovery features, as well enhanced personalization, all intended to optimize the smartphone experience.

Mobile app usage continues to increase and now accounts for 86% of time spent on Android and iOS connected devices. With news consumption also on the rise, Noot has positioned itself as the smart way to discover great content and has enhanced its overall user experience with its new update. Noot has always centered its design on simple and glanceable content streams; however, the update adds visually engaging images to the stream, while more powerful contextual personalization works in the background to bring a unique experience to each user. Additionally, Noot has added discovery buttons in individual slides as well as at the bottom of each article to give users the ability to move seamlessly among different topics of interest.

The Noot experience is designed around four different content-specific and user-personalized streams:

- Category, which contains slides for one category and all its subcategories
- Channel, which contains slides from a specific category and subcategory
- Topics, which contains content about topics entered specifically by the user
- Saved Slides, which contains articles users have saved to read again

Noot's update brings a higher degree of contextual personalization for a better overall experience and additional discovery features for greater engagement. Targeted articles that speak to a user's short and long term interests are now interlaced within one's stream to

provide for more in depth personalization. For example, if one shows an interest in Tim Howard of the US Men's soccer team, then Noot will begin to add content for that topic while the user is reading sports, soccer or celebrity streams. Additionally, one can add "Tim Howard" under the Topics channel to find information only about him. The new discovery features provide more opportunities for users to learn about topics that they may have not found and provide avenues for curious minded individuals.

"We want the story stream to be at the center of the app, with abundant discovery tools and content within the stream changing along with a user's interests. It is this premise that has driven recent changes to the Noot smartphone app, with user experience within the story stream coupled with enhanced learning and discovery technology being the primary focus of recent changes," said Jenifer Osterwalder, Spectral CEO.

About Spectral

Spectral is a startup accelerator that acquires early-stage technology companies in the sectors of mobile technology, big data and social media. We enter viable markets, design innovative products that exploit current voids, and aim towards market disruption. We structure the launch process to get to market in under a year and make product adjustments by assessing early customer usage to achieve superior alignment with the target market. The end result is effective development toward ultimate company independence by way of profitability, IPO, or attractive acquisition. Spectral is located in Seattle, Washington and Zug, Switzerland.

About Noot

Noot is a mobile search technology firm that has launched its first product as a news discovery engine. The technology finds news and information for people and acts as a personal search assistant. Noot learns over time what preferences a user has and adapts accordingly, making a unique stream of news for each user. Noot was built to utilize the power of today's devices for its search process, which provides economies of scale to millions of users with little to no additional costs, making for a very cost efficient and sustainable business.

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