

FOR IMMEDIATE RELEASE

European Browser enters the race against Chrome

Young start-up out of Paris launches the beta of its browser

PARIS, June 6, 2016—French start-up AdaptiveBee today announced the beta launch of UR Browser, following nearly a year of development. UR Browser joins technology and digital content in a browser built for users who are increasingly consuming content online.

UR Browser: fast, safe, customized and Made in Europe!

UR Browser adapts to each user by providing a highly-personalized user experience. As an **all-in-one browser**, UR Browser offers users secure browsing, personalization with a large gallery of themes and icons, a download tool that allows users to download files safely, and a media library to organize and play files—all directly from their browser.

“With a team experienced in Chromium development, we already knew how to create a safe browser. For us, the real challenge was creating a browser that looked nice and that people wanted, a browser that was different from what was already out there. We did our homework and did tons of research on what the Internet user of today wants. We then took this knowledge and applied it to UR Browser. A browser is the door of the Internet. Our door is sturdy, useful and best of all—it looks nice!”

Marc Moulin-Roussel, CEO, AdaptiveBee

Based on Google’s open source code, Chromium, UR Browser benefits from strong security in addition to its own developed features, such as a built-in file scanner for downloads. Following the success of several mobile applications, notably UR 3D Launcher and UR Launcher, AdaptiveBee wants to extend personalization beyond the Android platform. With a browser available for **PC and Mac platforms**, UR Browser is looking to target a much broader audience.

About AdaptiveBee

Founded in 2016, AdaptiveBee specializes in creating digital products for PC and mobile platforms. With a young and international team, ⅔ of our employees have a background in development. We specialize in creating a highly personalized experience for each individual, which we call “Adaptive Technology.”

The Hive of AdaptiveBee is located in Paris.

Assets: bit.ly/URBrowser_EN

Websites: www.ur-browser.com | www.adaptivebee.com

Facebook: /URBrowser | /AdaptiveBee

Twitter: @URBrowser | @AdaptiveBee

Video: youtu.be/Zopi2yO4SUA

###