

PRESS RELEASE



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Circus Ponies Celebrates 15 Years of Organizing Alchemy, Awards and Acclaim

Interview with Founder on Crystal Anniversary of the Groundbreaking NoteBook Application

SANTA MONICA, Calif., April 18, 2007 - Circus Ponies Software celebrates the 15th anniversary of the award-winning NoteBook application, the easiest way to get organized on the Mac. Jayson Adams, vice president of technology and founder of Circus Ponies, discusses NoteBook's past, present and future.

Q: Can you give us a little bit of the history behind NoteBook?

Adams: I wrote the original NoteBook in 1992, to run on NeXT computers. The NeXT computer brought together an incredible set of technologies, most of which you see today in OS X, and their synergy empowered developers to create ground-breaking applications. NoteBook was one of those apps.

Q: How was that first version of NoteBook received?

Adams: NoteBook was a huge success on the NeXT machine — a gratifying validation from the marketplace. It won two “Best of Breed” awards in 1993 from NeXTWORLD Magazine, including “Most Innovative Product.” That was a high honor and, in light of all the other amazing apps on the platform, a very big deal.

Q: And it's been a huge success on the Mac also. Why do so many people use NoteBook?

Adams: Well, anyone suffering from “Cluttered Desktop Syndrome” definitely needs it, and that's most of us. A jumble of files and notes and clippings and stickies very quickly gets to be overwhelming, and near-useless when you need one of them. Managing a project presents the same challenges because you again have a disarray of notes, e-mails, to dos, and documents like a spreadsheet or diagram. With NoteBook, you create electronic notebooks, with sections and subsections, to hold it all. You add notes, drag in files and folders, “clip” selections into your Notebooks without leaving the app you're working in, annotate with keywords and even voice recordings. NoteBook's patented indexing system helps you find things by what you remember about them, like a name, a number, or the date you added it. And you share your information by creating PDFs or converting your Notebooks to HTML and posting them on the web.

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Q: At 15, how is NoteBook faring in 2007?

Adams: NoteBook may be 15 years old but I rewrote it from scratch to run on OS X, so it's not old code. And the ideas — notebook metaphor integrated with a full-featured outliner, clipping, indexing that helps you find things the way your brain remembers them — are as useful and applicable today as they were in 1992. Perhaps more so, as the proliferation of e-mail and the explosion of the Internet has created more sources of information for users to manage.

To get an idea of NoteBook's relevance and influence, just look at all the companies with NoteBook derivatives or clones: little Mac start-ups including that of a previous business partner; well-established Mac software houses; even giants like Microsoft and Google. Copying is the highest compliment, although I'm happy not to receive any more of them :-). The good news, at least, is that none of them can get it right.

Q: With 15 years to think about and refine NoteBook, is there anything left to add to the product?

Adams: Absolutely! We have some very exciting plans in store for NoteBook over the next 12 months, which I'd love to talk about but can't. Stay tuned...

About NoteBook

Circus Ponies NoteBook is the revolutionary award-winning application that helps Mac OS X users get organized. With its intuitive notebook interface, versatile content handling, and powerful searching and sharing capabilities, NoteBook has become the tool of choice for clipping e-mails and web pages; taking notes; managing to do lists and projects; writing papers, books, and novels; getting organized for school; building electronic notebooks for trial; managing film and TV shoots; and more. NoteBook for Mac OS X first shipped in April, 2003.

About Circus Ponies

Circus Ponies Software was cofounded in 2003 by Jayson Adams as an artisan software house to create best-of-breed apps that surprise and delight users with their beauty and usefulness. To that end, the company produces software exclusively for Mac OS X. The company is headquartered in Santa Monica, California.

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