

Press Release

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Smarter Time, an automatic time-tracking app, enters Public Beta

Smarter Time, the new automatic time-tracking app, is launching its open Beta for Android users on the 1st of January 2016, but pre-inscriptions are open on www.smartertime.com today. Smarter Time learns from localisation, movement and user input to provide users with a clean timeline and detailed analytics of their days.

In a departure from time-consuming manual timers, Smarter Time uses custom learning algorithms to take the hassle of time management off the users and transfer it onto their phones. The app offers a daily timeline of the users' activities as well as precise analytics broken down by categories and various time periods. It also features a goal system and a map of the daily moves made by the user.

“With the Quantified Self movement gaining momentum and people getting more and more involved in approaching their life through an analytical lens, we feel an intelligent tool to help with time management was long overdue”, says Anis Fehri, Smarter Time's CTO. “We have worked on developing entirely custom algorithms that optimise and rationalise our app's learning process. After a few days, the users won't need to spend more than 1 minute per day actually using the app!”

Smarter Time is aware of the sensitive nature of such personal data, but it is adamant that individual data will remain private, accessible and will not be sold to third parties.

“We have these amazing personal assistants with us all the time”, says Emmanuel Pont, Smarter Time's CEO. “But they are ridden with third party apps, which garner information about users and make money on their backs all the time. Users never see the benefits of all that knowledge. We at Smarter Time plan to change that and give the power back to our users, through precise understanding of their time and life data.”

Android users are welcome to sign up for the beta on Smarter Time's website, www.smartertime.com. A desktop client for Smarter Time is in Alpha phase and an iOS version is currently in the works.

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