

KARELIA SOFTWARE

COMPANY HISTORY



HISTORY OF KARELIA SOFTWARE

Karelia Software is known for producing well-conceived software that's both powerful and a pleasure to use. Today's apps empower and delight users on iOS and OS X, but the company's roots extend back through several eras of NeXT and Mac programming, and early website development. Each era provides the foundation to build the next great app.

Our Start

In early 2001, Karelia founder Dan Wood, inspired by Apple's Sherlock 2, designed a companion application, aptly named "Watson." Innovative and easy to use, Watson quickly became a success. Developers in the Watson community, such as Terrence Talbot, contributed even more functionality. In 2002, Watson received a coveted Apple Design Award for "Most Innovative Application" plus the 2002 Macworld Editors' Choice Award. Sun Microsystems bought Watson from Karelia Software.

During the transition of Watson to Sun Microsystems, Terrence and Dan began to address the question "Why does building a website have to be so hard?" Sandvox was conceived out of these discussions with the conviction they could do better.

User-friendly Heavy Lifting

True to its deep Mac roots, Sandvox was architected and designed so anyone can build a website on a Mac easily and quickly, with no HTML expertise. Karelia previewed Sandvox at WWDC 2005, and began beta testing in Fall 2005.

The "choose a design, add your content and publish" approach proved a hit, particularly for less-technical people who do not want to code HTML themselves. Karelia also earned a reputation for fantastic customer support that continues to this day. The company grew at a steady pace and added another brilliant engineer, Mike Abdullah.

Again, in 2007, Sandvox was celebrated with an Apple Design Award, this time as runner up in the "Best Mac OS X User Experience" category. Karelia followed this second success with the iMedia Browser, a freely available, standalone utility for managing media assets. Also available as a developer framework, dozens of Mac developers include the iMedia Browser in their own products, such as Boinx in FotoMagico and BoinxTV, Tumult in Hype, and Red Sweater Software in MarsEdit.

Flexible, Object Model in a Social, Mobile World

Dan, Terrence and Mike completely re-architected Sandvox to advance it with a new object-based plug-in model and released Sandvox 2 in 2011 to wide acclaim. Its new model gives website builders more flexibility, and makes it easy to incorporate just about anything desired into a website. The social media revolution inspired easy tools for including YouTube videos,

and Facebook and Twitter integration. Search Engine Optimization tools make it simple to follow SEO best practices automatically.

Native in English, with additional localization in German, French, Spanish, Italian, Brazilian Portuguese, Japanese and Chinese, people are responding to Sandvox worldwide. Sandvox is now used to create websites for more than a hundred different categories of interests, representing vocation and avocation alike.

More Magic, and Wonderful Wizardry

In 2014, Karelia acquired Potion Factory, adding The Hit List, I Love Stars, Tangerine! and Five Moku to its stable of award-winning software products. From productivity to gaming, the new additions span a range of purposes, but common among them is a particular design sense; each product is finely conceived and well executed, with a distinctively clean approach to interface design.

The mastermind behind conception and design, Andy Kim, from Potion Factory, also joined Karelia and expanded the company's capabilities in iOS development, data synchronization, graphic design and user interface design.

The well-received I Love Stars app for iTunes and the Five Moku mobile game enhance a person's entertainment time and fun, but it's The Hit List that helps people be more productive.

Using The Hit List is as easy as making lists on a Mac and/or iPhone, and powerful enough to let you plan, then forget, then act when the time is right. Sync subscriptions are available for keeping tasks and lists in sync between desktop and mobile devices. Designed for today's interrupt-driven and busy life, The Hit List handles personal task management with a perfect balance of app power and ease of use.

When it's time to switch gears and work out, or time to relax, the Tangerine! app can make it easy to create the perfect playlist from your iTunes library. Tangerine! analyzes the Beats Per Minute (BPM) and the beat intensity of your music, and applies the range you set to the pattern you choose.

All of these new software products, added to the stable of Karelia Software's products and open source projects, highlight a focus toward producing well-conceived software that is both powerful and a pleasure to use.

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