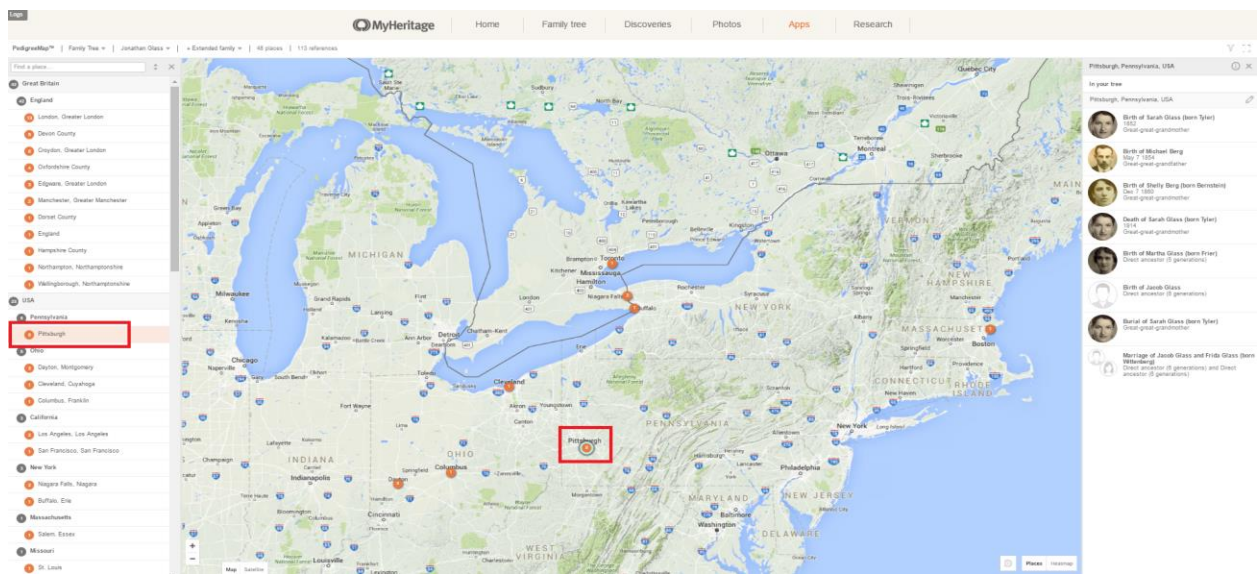


MyHeritage New Advanced Features and Technologies

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MyHeritage is a family history network helping millions of families around the world discover and share their legacy online. Pioneers in making family history a collaborative experience for the entire family, MyHeritage empowers its users with innovative social tools and a massive library of historical content. Its tools are available in 42 languages.

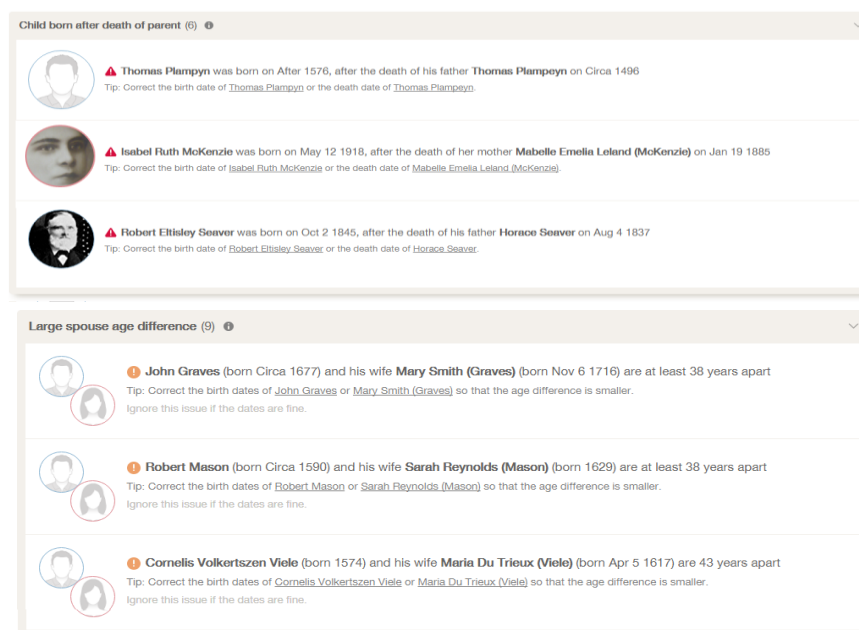
PedigreeMap™ displays all your photos and events grouped by country and location, allowing you to pan, zoom in and out, and easily filter the locations displayed by person, family group, event type, and time period.



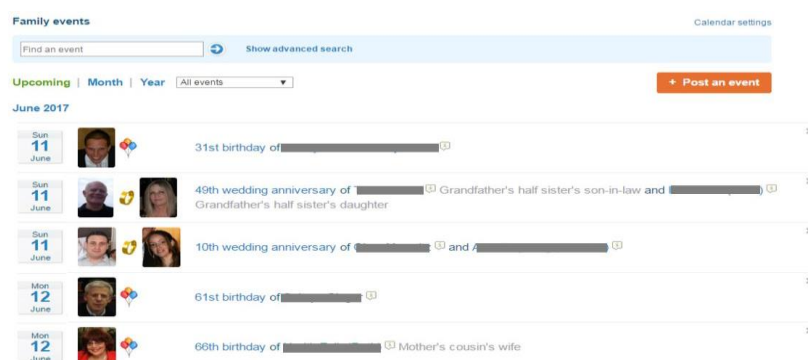
PedigreeMap™ displays every place name referenced in your family tree or your photos on the map. The main screen shows the embedded map. On the left-hand side, there is a list of all places that appear in your family tree. The numbers on the list correspond to the number of references to each place in your family tree. The map shows pins for each location.

Consistency Checker for online family trees at MyHeritage scans your family tree and identifies potential mistakes and inconsistencies. Using 36 different checks on your data, it allows you to quickly make the necessary changes in your tree and improve its overall quality and accuracy. The checks range from the obvious (e.g., a person is listed as born before their parent, or a child is listed as born to a parent who is too young) to the subtle and hard to find (e.g., two full siblings were born 5 months apart, which is impossible). Some of the issues it finds are factual mistakes (e.g. wrong birth date entered) while some are bad practices (e.g. birth year entered as 22 instead of 1922, or prefix entered as part of the first name instead of in the prefix field).

Some issues listed can be fixed directly from the Consistency Checker, with the click of a green quick-fix button. For many issues, there may be more than one way to correct an issue, and your judgement or input is required. Consistency Checker settings allow you to edit, disable any checks you wish to exclude from the report, or re-enable them. You can also configure the threshold for some of the warnings.

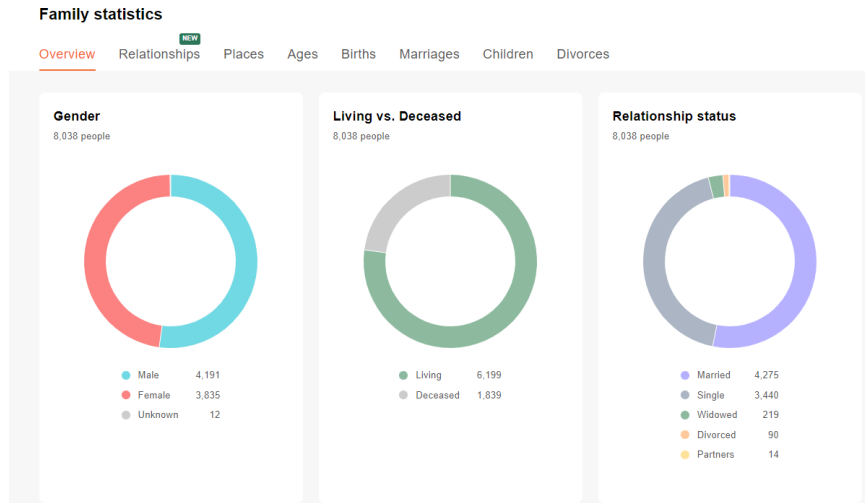


Every member receives personalized **Calendar Alerts** notifying them of personal events of close relatives. No more forgetting a birthday or anniversary. Anyone can write greetings that will be delivered straight to the person on the special date. And if you wish, an automatically generated calendar can be printed for you with the events and pictures of the close relatives.



MyHeritage tools can create special items for you to share with all the family. **Charts and posters** of your tree can be personalized for any member of the family using multiple customizable designs.

Statistics are full of interesting tidbits about your family tree, offering such details as average life expectancy or number of children per family. We analyze all the data in your family tree to produce 45 enlightening statistics. Learn about your family from this section: the most common names, the oldest person in the family, or the various places of birth.



Theory of Family Relativity™: This revolutionary technology saves you dozens of hours of research by synthesizing billions of data points to craft multiple theories about how you and your DNA Matches might be related. This feature presents genealogical theories that may explain how you're related to a DNA Match. Each Theory of Family Relativity™ is created by connecting billions of tree profiles and historical records on MyHeritage.

The Theory of Family Relativity™ is based on a big data graph (the “Big Tree”) that connects billions of data points drawn from thousands of databases on MyHeritage. Every node on this graph represents a person, and every edge depicts a blood relationship between two individuals that is described in a family tree or a historical record, a match between two tree profiles that are likely to be the same person, or two records that are likely to be about the same person.

