



# Cynapse launches cyn.in - their Collaborative Information Management Service for the Enterprise

Cynapse LLC, September 27, 2006

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*cyn.in is a web based service that enables the enterprise to build, collaborate, manage and publish: knowledge, documents, media and files, all within hosted sub-systems.*

PR9.NET September 27, 2006 - Wilmington, DE - Cynapse launches cyn.in, a collaborative information management web 2.0 service for small, medium and large businesses. With cyn.in, organizations can effortlessly manage and collaborate upon knowledge and build a secure central repository of information and files. Teams across geographical locations can seamlessly work together on the same documents or content and discuss upon them. cyn.in is a 4th generation product and replaces Cynapse's previous offering, Amieo.

"cyn.in will evolve enterprise collaboration, productivity and information management to a whole new level." says Apurva Roy Choudhury – CEO, Cynapse. "cyn.in is truly revolutionary in every aspect that I can think of. From its use of some seriously advanced technology, to its rock solid delivery model, every small piece of cyn.in has been carefully and precisely designed. Our decision to adopt the 'Software as a Service' business model has enabled us to offer the most flexible pricing model ever offered by any enterprise software to date. Now small and mid sized companies can affordably benefit from otherwise unaffordable, advanced enterprise technology and infrastructure."

Customers pay a monthly fee for every user from their team or organization that uses the system. There are no setup or other additional costs to the service. Customers can buy a cyn.in 'site' with a minimum of two users at \$30 a user, and scale up to thousands.

cyn.in received an overwhelmingly positive response during the week long exclusive preview to market experts and bloggers.

cyn.in is now available to teams, organizations and enterprises across the world, and can be instantly purchased online.

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## **About Cynapse LLC**

Cynapse invents technology that applies to and benefits everyday life.

Cynapse creates software in the domains of collaboration, productivity and content management. For more than 7 years, Cynapse has played an integral role in evolving the way customers interact with their business information and other people.

Cynapse's products: SyncNotes, Transplug and cyn.in cater to a large segment of users: End users to Enterprises. With over 50,000 customers and users worldwide, these products power powerful Fortune 500 companies to small companies globally to leverage their business information strategically.

Cynapse is headquartered in Mumbai, India with operations in the US and Singapore.

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