**VIMEO FOR iOS: DISCOVERING VIDEOS HAS NEVER BEEN EASIER**

**NEW YORK (March 3, 2016)** – Today, Vimeo launched a new version of its iOS app, which helps people discover amazing videos from the world’s best creators in just a few taps. The app provides an all new video discovery and browsing experience, surfacing videos handpicked each day by Vimeo curators. Now users who download the app can follow any of 16 new categories to see the best videos uploaded in Animation, Travel, Documentary and more in their feed.

“We spent a lot of time building out a robust feature set for the app that leverages everything iOS 9 has to offer,” said Christophe Gillet, VP, Product, Vimeo. “Vimeo’s new iOS app makes discovering, browsing and watching gorgeous videos straight from Vimeo’s global creator community even easier.”

**The most exciting updates to the new Vimeo iOS app include:**

* **Easy Video Discovery and Enhanced Browsing:** The new app features cleaner navigation, which makes accessing features easy and intuitive. Additionally, Vimeo now surfaces video recommendations on iOS, providing viewers with the best videos in 16 different human-curated categories like Music, Animation, Travel, Documentary and more.
* **Optimized for iOS 9**: Vimeo’s iOS app has completely overhauled its user interface and experience, optimized for iOS 9. Vimeo now enables picture-in-picture viewing, giving users the ability to watch a video, while simultaneously browsing and exploring the rest of the app. The Vimeo app also support iOS 9’s Spotlight Search, enabling Vimeo users to search within Spotlight, and get linked directly back to the Vimeo app.
* **Redesigned Video Player:** In addition to allowing picture-in-picture viewing, Vimeo redesigned its iOS video player to include video recommendations and provide viewers with an enhanced commenting and sharing. Vimeo also continues to deliver the highest-quality videos, enhanced for each device’s highest-possible resolution.
* **New Upload:** Vimeo also updated its iOS upload backend system to make uploading videos faster, and even easier for all, while maintaining all of the privacy options available to Vimeo members on desktop.

The all-new and still free Vimeo app for iOS is now available for iPhone and iPad in the App Store.

**Vimeo iOS 6.0 Product Video**: <https://vimeo.com/156895996>

*Embed Code*:

<iframe src="https://player.vimeo.com/video/156895996" width="500" height="889" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

<p><a href="https://vimeo.com/156895996">Say hello to Vimeo 6.0 for iOS</a> from <a href="https://vimeo.com/staff">Vimeo Staff</a> on <a href="https://vimeo.com">Vimeo</a>.</p>

**Vimeo iOS 6.0 Screen Grabs**: <https://www.dropbox.com/s/4a80h4yb9xha8yb/Iphone%20PR.jpg?dl=0>

**About Vimeo**

Vimeo’s mission is to empower creators to make, share and sell amazing videos directly to viewers worldwide, in the highest quality possible and with no interruptive advertising. Vimeo is home to the world’s leading video creators and the hundreds of millions of viewers who love them.

Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IAC).

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