

## Zeebox Becomes Beamly

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In an effort to expand into the mainstream UK-based social TV app Zeebox rebrands itself into Beamly together with the launch of a new version of its titular iDevice and Android 2nd screen app.



The updated app features the same live-chat and screen sync functionality of the previous version, but also includes a wider range of content discovery and social features. According to the developer this allows users to interact with the app even when they are not watching live TV.

Users can "follow" TV shows, celebrities and other Beamly members to get a personalized feed of activity and show recommendations. "TV rooms" host discussion and reactions on individual shows together with games and voting options.

Still included in the app is the TV guide making the initial backbone of the service.

The Beamly app is available now from Google Play and the iOS App Store.

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