

## Track Sentiment Analysis On Your Mobile Device with the New vs. App

Published on 06/25/13

Social consumers and brand managers can now get real time Twitter insights on any topic with vs. (v1.0.2) for iOS from OpenAmplify. vs. uses natural language processing to analyze tweets in real time for sentiment, relevance and trends. Individuals simply pick any two topics that they would like to compare and hit "go." vs. then breaks down the most recent tweets on each topic to determine which topic is being discussed more favorably on Twitter.

San Francisco, California - Ever wondered which celebrity is more popular on Twitter? Which band has a more active fan base, or which team has more support going into tonight's big game? Meet vs. - the first-ever entertainment app that uses natural language processing to analyze tweets in real time for sentiment, relevance and trends. Developed by OpenAmplify(TM), a technological leader in text analysis and Natural Language Processing (NLP) solutions, vs. marks the company's first venture into the mobile app market.

To use vs., individuals simply pick any two topics that they would like to compare and hit "go." vs. then breaks down the most recent tweets on each topic to determine which topic is being discussed more favorably on Twitter. The result is the vs. score, OpenAmplify's(TM) unique numeric system for decoding natural language processing in real time.

"With our new vs. app, we've made social big data bite-sized, entertaining and relevant for both brand specialists and everyday consumers," says Mike Petit, Co-Founder of OpenAmplify(TM) and creator of the vs. app. "When you pit two topics against one another on vs., you harness the power of natural language processing through a fun app that's sure to be conversation starter."

Features of vs. include:

- \* Choose from any two topics (person, place, thing, brand, idea etc.) or pick from topics currently trending on Twitter
- \* Search via hash tag, name, or Twitter handle
- \* Determine public sentiment with natural language processing in real-time
- \* Share your results with friends on Facebook, Twitter, LinkedIn or via email or text message

Device Requirements:

- \* iPhone, iPod touch, and iPad
- \* Requires iOS 4.3 or later
- \* 21.1 MB

Pricing and Availability:

vs. (v1.0.2) is Free and available worldwide exclusively through the App Store in the Utilities category.

OpenAmplify:

<http://www.openamplify.com>

vs. (v1.0.2):

<http://www.openamplify.com/vs>

Download from iTunes:

<https://itunes.apple.com/app/vs./id539718826>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Media Assets:

<https://www.dropbox.com/sh/ijzje8o0I5ub7gk/mjDPEf6jXH>

OpenAmplify(TM) is Making Sense of Social (tm). As a leader in large scale, commercial Text Analysis and Natural Language Processing (NLP) solutions, OpenAmplify(TM) delivers social-grade signals with its patented NLP technology that mimics the human process of language understanding to identify the significant topics, brands, people, perspectives, emotions, attributes, intentions, actions and timescales contained in online text. The OpenAmplify(TM) API returns the meaning in English-language content in usable and actionable data structures including XML and json, thereby enabling other solutions providers to create value, profit and grow. All Material and Software (C) Copyright 2013 OpenAmplify. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

###

Jena Vuylsteke Williamson  
Appency on Behalf of OpenAmplify  
949-929-8203

[jena@appency.com](mailto:jena@appency.com)

\*\*\*\*\*

Link To Article: <https://prmac.com/release-id-58976.htm>

\*\*\*\*\*