

## Rajeev Purnaiya unveils his second entrepreneurial venture hooeey

*Track your browsing history from multiple browsers and multiple computers in one place*

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Rajeev Purnaiya the principal founder of the highly successful CyberBazaar (acquired by WebEx), India's first and largest conferencing company, has launched his second entrepreneurial venture: hooeey, an innovative web application that helps you locate information quickly from your previously browsed web pages.

hooeey is targeted at internet users who want to keep a track of their history without duplicating effort. It also provides a safe & universal platform for the entire browsing experience and saves time by keeping a tab on the browsing history from any computer. hooeey delinks the browser history from the browser. Additionally, hooeey adds a social networking layer, allowing one to share specific sites with others, both on the hooeey network, and other social bookmarking services. hooeey services can be accessed for free at [www.hooeey.com](http://www.hooeey.com).

***'The idea behind hooeey is that Internet users can re-use their browsing history in a productive manner-to reduce time spent in searching for previously visited web pages, to easily share interesting web pages with others and to use the provided dashboard to manage their browsing time more efficiently. hooeey is focused on saving time & effort of the users by leveraging IT tools & a different approach that combines seamless web hop recording with complete transparency and user control.'*** said Mr. Rajeev Purnaiya, Founder & CEO of hooeey.

hooeey allows the users to track all their browsing history from any search engine. hooeey also has another advantage on browser's history files because it works on both platforms, like Internet Explorer and Firefox. Some of the distinctive features of hooeey include:Records web hops automaticallyComment and tag interesting sites while a user is online or offlineCreate a contact list and send links to friends Self- determinable folders which help to structure links

To keep a track of all the data, hooeey has a built-in analytics service which will break down browsing habits with various helpful charts and graphs. Thereafter one can hand pick any sites for tagging and sharing. The [WebTour](#) feature turns the selected links into slide shows for viewing.

***Commenting on users' privacy, Mr. Purnaiya added, 'Our users' privacy is of paramount importance to us. Our approach is based on complete transparency and the user is always in control. We have added some specific tools & features especially to make the user feel at ease.'***

***hooeey is founded and run by Rajeev Purnaiya. Rajeev Purnaiya was the Founder and Managing Director of CyberBazaar, India's first and largest conferencing company.***

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**About hooeey.com**

hooey is founded and run by Rajeev Purnaiya. Rajeev Purnaiya was the Founder and Managing Director of CyberBazaar, India's first and largest conferencing company. After selling CyberBazaar to WebEx, Inc., he was the Managing Director of WebEx India until mid-2005. Rajeev has a B.S. in Industrial & Systems Engineering from the University of Alabama and an M.S. in Industrial Engineering from Texas A&M University.

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