

Twitter launches iPhone video sharing app

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Apps on an iPhone 4 on June 24, 2010 in New York City. Twitter on Thursday launched Vine, a service that lets people share video snippets from iPhones or iPod touch devices.

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Perpetually looping videos clips up to six seconds each can be shared using Vine or easily embedded in "tweets" fired off at the globally popular messaging service [Twitter](#).

"Like tweets, the brevity of videos on Vine inspires creativity," Twitter vice president of product Michael Sippey said in a blog post.

A free Vine application became available worldwide at Apple's App Store on Thursday, according to Vine co-founder and general manager Dom Hofmann.

"Posts on Vine are about abbreviation—shortened forms of something larger," Hofmann said in a blog post as the Vine website.

"They're little windows into the people, settings, ideas and objects that make up your life."

Twitter bought the small team at Vine, a startup based in New York, in October, prompting talk the messaging service intended to do for smartphone video what Instagram did for pictures.

Twitter in December added Instagram-style smartphone photo sharing features after the Facebook-owned service made it impossible for Internet users to integrate its images into tweets.

Previously, Instagram pictures shared in messages tweeted from smartphones could be viewed unaltered at Twitter.

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