

– PRESS RELEASE –

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Second Life avatars break out: weblins inhabit SLinfo.de

Hamburg, July 25, 2007 – Whoever wishes to be virtually present prefers to do so in the virtual world Second Life. With weblin, Second Life is now cleverly enhanced: With the free of charge software from the Hamburg company zweitgeist, weblin avatars will in future be present on the web page of the largest German speaking Second Life community. Other Second Life fans are encouraged to limit their presence as avatar not only to Second Life but, thanks to weblin, to communicate on any web page at all. The way there is very user-friendly: after registering free of charge, avatar owners can see one another on the currently visited page – and they can chat with one another, dance and interact in many different ways. SLinfo.de thus becomes a befitting portal in the digital second world. The SLinfo.de branded avatars carry this message through the whole network: a click on the branded avatar suffices and one is on the community web page.

“The cooperation between the largest German speaking Second Life community and weblin impressively demonstrates how the Internet of users is becoming more dynamic and is generating more and more gateways,” says Carsten Kaul, operator of the web page SLinfo.de. “The cooperation shows that the avatar concept has proved successful and has become a much used and popular form of interaction.” Nikolai Roth, business development manager at zweitgeist GmbH adds “With SLinfo.de we have gained a fantastic partner with a strongly related target group for virtual presences.”

It is quite easy to install weblin. On weblin.com, everyone can design his own profile, upload a photo of his Second Life avatar or choose from a large number of avatars. New currently topical figures are continually being added to the range of avatars available. It is certainly worthwhile visiting the weblin home page regularly to keep up-to-date with the many new avatars.

SLinfo.de:

SLinfo.de is the first and largest German speaking community web page for Second Life since 2004. The community portal SLinfo.de provides more than 12,000 people interested in Second Life with more than 100,000 articles on the subject of Second Life. The content of the web page is mainly provided by the community members. The portal considers itself to be independent and non-party and the operators themselves pursue no commercial objective.

Own interfaces – developed by the members of the community – connect the web page directly with Second Life thus making barrier-free communication possible between Second Life and the World Wide Web.

weblin:

The Hamburg company zweitgeist GmbH was founded in June 2006. zweitgeist provides the product weblin as a free of charge download. The programme has been awarded the “Innovation Prize Web 2.0” by the State of Baden–Württemberg, nominated lighthouse project of the High Tech Founder Fund and received the special “CyberOne Award 2007” from the State of Baden–Württemberg. The social software weblin makes people visible on web pages and makes communication possible across all web pages. It brings people with the same interests together. zweitgeist cooperates with communities on the weblin platform by expanding the marketing effect of the communities. Two of zweitgeist’s first cooperation partners are Windows Live Messenger Germany and the Italian car brand Lancia.

For further information and free of charge download see <http://www.weblin.com>

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