zweitgeist

zweitgeist wins Innovation Prize Web 2.0
in the category Digital Life

Karlsruhe, November 17, 2006. zweitgeist wins the Innovation Prize Web 2.0 in category 2: "Digital Life - new forms of social interaction in the second generation Web". The prize was awarded on the occasion of the doIT Congress on 16th November in Freiburg.

The "Innovation Prize Web 2.0" is awarded by the MFG for successful second generation Internet applications. In the category "Digital Life", focus was on new forms of interaction, individual participation possibilities and the degree of innovation. The MFG Baden-Wurttemberg held the competition for the first time in the course of the project "Innovation Programme Web 2.0". The award is given to innovative, next generation Internet applications from Baden-Wurttemberg. zweitgeist, the alter ego which is visible on every web page, succeeded in convincing the jury in category 2: Digital Life - new forms of social interaction in the second generation Web. The zweitgeist software provides a new method of communication across all web pages.

zweitgeist opened its service to all interested users at the beginning of November. The software can be downloaded free of charge from the web page www.zweitgeist.com. Once the user has installed the software, he can select a virtual character, his "zweitgeist" (second spirit). But he can also upload an own photo. He is then visible on web pages with this zweitgeist figure. The avatar palette also includes animated figures. They can run and express emotions, for example by waving, laughing, clapping and blowing kisses.

A zweitgeist can chat everywhere, on any web page, whether Google, ebay, MySpace or on his own blog without making any changes to the web page. Zweitgeist has drawn up a cooperation programme for communities. This offers new communication functions, extensive branding possibilities up to own figure palettes and expands the coverage of communities.

About zweitgeist: zweitgeist GmbH was founded in Karlsruhe in June 2006. zweitgeist provides the product of the same name as a free of charge download. The social software zweitgeist makes people visible on web pages and context-related communication possible across all web pages. zweitgeist is based on the Jabber/XMPP protocol. Managing directors are Dr. Heiner Wolf and Christine Stumpf. They are supported by former Hamburg managing director of the mobile games company elkware, Jan Andresen. Further information and free of charge download on www.zweitgeist.com.

Contact:

Christine Stumpf
Hebelstr. 15
76133 Karlsruhe
+49.721.2084076
stumpf@zweitgeist.com
www.zweitgeist.com