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## **Acclaim for weblin from Business 2.0 : zweitgeist one of the high potentials of worldwide start-ups**

**Hamburg, August 6, 2007** – The internationally renowned business magazine Business 2.0 considers weblin’s potential to be very high: the social software business idea of the Hamburg company zweitgeist is listed there as one of “10 world shaking business models“.

In the August online issue of Business 2.0 on the homepage of CNN Money, zweitgeist is also counted among the 31 most exciting Web 2.0 companies outside the United States. The 2006 start-up therefore represents Germany as one of two companies on the company map.

“We are convinced that our idea of a living Web has immense potential – also at an international level. We are therefore very pleased that such an important business magazine such as Business 2.0 understands our vision,” says Jan Andresen, CEO at zweitgeist.

Weblin is a technology developed by zweitgeist GmbH in Hamburg which facilitates innovative forms of communication. Like-minded people can meet up quickly and simply on the Internet: each user, depicted by his personal, virtual image, his weblin, is visible to others visiting the same website at the same time. The anonymous universe of the World Wide Web comes alive and becomes a place for simple, direct communication: one click suffices to start a conversation with another avatar. Weblin works on all websites. Also on YouTube, google, ebay and studiVZ, bringing people with the same likings, interests and needs together. The Web thus becomes a meeting place.

For further information on the Web 2.0 feature in the August issue of Business 2.0  
<http://mag1.olivesoftware.com/ActiveMagazine/welcome/BSN/BSN-2007-08fd98f8.asp>

and on the Internet presence of Business 2.0 on the homepage of CNN Money auf  
[http://money.cnn.com/galleries/2007/biz2/0707/gallery.web\\_world.biz2/22.html](http://money.cnn.com/galleries/2007/biz2/0707/gallery.web_world.biz2/22.html),

and on  
<http://blogs.business2.com/business2blog/2007/07/its-a-web-20-wo.html#comment-7737860>



## 10 WORLD-SHAKING BUSINESS MODELS

- 1 → **BABYTREE** Catering to doting Chinese parents, this site gives newborns and toddlers their own spaces, photo albums, and connections to their friends.
- 2 → **BLIIN** To put you and your friends on the same page, Blin lets you broadcast your location with a Twitter-like message. Members can then track one another's movements via an interactive map.
- 3 → **CAMBRIAN HOUSE** Have a good business idea but don't have the know-how to execute? This network selects its favorites and works with you to build products out of them. If the software is launched commercially, you get a cut.
- 4 → **JOOST** The guys who gave us Kazaa and Skype are taking on TV with a P2P service that sends broadcast-quality video over the Internet. Old-media giants CBS and Viacom are onboard.
- 5 → **SKY-CLICK** How do you build a call center without an infrastructure? Using Skype, Sky-Click connects users with freelance customer service agents. Price: \$10 per agent per month.
- 6 → **STARDOLL** Cashing in on celebrity crazes, Stardoll has 9 million users playing dress-up with dolls that look like, say, Avril Lavigne or Justin Timberlake. Clothes can be customized, sent to friends, or printed out by spending "Stardollars."
- 7 → **TANGLER** No more hitting the "Refresh" button on discussion boards: Tangler's forum manages your favorites in one place and pings you when someone's replied to your post.
- 8 → **TRENDIO** Think you can predict tomorrow's headlines? Trendio offers a virtual stock exchange where keywords in the news are traded, their prices determined by how many times they're mentioned in the mainstream media. So far, 11,388 members have signed on.
- 9 → **WEBLIN** This site turns every webpage into a potential social encounter. Download its PC software and then create an avatar that pops up at the bottom of any webpage whenever another Weblin member looks at it.
- 10 → **WIDGETS** This Nokia spinoff turns Web widgets into versions that are optimized for use on cell phones. Widgets boasts more than a million downloads to date.

### 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 not only makes people visible on websites and but makes communication possible across all websites. It brings people with the same interests together. Business 2.0 recently included weblin in the list of the 31 most promising non-US American Web 2.0 websites. zweitgeist cooperates with communities on the weblin platform by expanding the marketing effect of the communities. zweitgeist's first cooperation partners among others are Windows Live Messenger Germany, IBM and the Italian car brand Lancia.

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

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