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Award: zweitgeist is awarded special prize by Baden-Württemberg for the most innovative founder concept

Stuttgart, May 16, 2007 – zweitgeist GmbH from Karlsruhe has been awarded the CyberOne Award 2007. At the ninth award ceremony, the original weblin software company received the special prize for the most innovative founder concept from Minister-President Günther Oettinger in the name of the technology network Baden-Württemberg: Connected (bwcon). “The jury was especially impressed by the new entertainment and advertising format for the Internet. The software works on any web page without the involvement of the web page operator,” was the comment of the jury members when awarding the prize to zweitgeist GmbH.

With their weblin concept of virtual, personal avatars, the young company was able to convince the jurors in all evaluation criteria. Special emphasis was placed on the degree of innovation, the creativity of the implementation, user friendliness, market appeal, the competitive advantages and profitability. At the tenth anniversary celebrations of bwcon last night with more than 1000 guests from politics and industry, young entrepreneurs from Baden-Württemberg were awarded prizes for their high-tech products and business ideas. A total of 35,000 € prize money was awarded to companies from the sectors information technology, telecommunication, environmental technology, media, industrial technologies and innovative services.

weblins are personal avatars which make the presence of every surfer on the web page currently visited visible to other users. The otherwise lifeless, anonymous world of the World Wide Web thus becomes alive and graphic, a place of simple and direct communication: just one click suffices to begin a conversation with another virtual image. Like-minded people can meet on any web page – or make new acquaintances on specific Internet pages.

Further information and free of charge registration on <http://www.weblin.com>

zweitgeist / weblin:

zweitgeist GmbH was founded in Karlsruhe in June 2006. zweitgeist provides the product weblin as a free of charge download. The programme was awarded the “Innovation Prize Web 2.0” in November 2006 by the State of Baden-Württemberg and nominated lighthouse project of the High Tech Founder Fund in March 2007. 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. One of zweitgeist’s first cooperation partners is Windows Live Messenger Germany.

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

bwcon: Hightech Award CyberOne:

The bwcon: Hightech Award CyberOne awards prizes for solutions and business ideas for products and services from all high-tech sectors. CyberOne is the most important technology prize awarded by industry in Baden-Württemberg and is one of the most distinguished competitions in Europe. The prize has been awarded since 1998 and has in the meantime become a central contact point for young entrepreneurs in the state and for venture capitalists. Winners of the CyberOne award can look forward to money prizes totalling 35,000 Euros. In addition, the competition has become an exchange for all participants where they can establish contact with financiers and business angels. Ideas often find the necessary capital here. To date, more than 180 million Euros of equity capital – mostly venture capital – has been mobilised.

Baden-Württemberg: Connected:

Baden-Württemberg: Connected (bwcon) is one of the most successful technology networks in Europe and the leading economic initiative for technology and innovation in Baden-Württemberg. More than 400 especially committed industrial and service companies, universities and research institutes have joined together to form bwcon. Around 4,000 employees are linked up within the group of members. Baden-Württemberg: Connected promotes strategic technologies and applications for the business area and environment Baden-Württemberg.

The added value of Baden-Württemberg: Connected lies in the possibilities which arise due to the cooperation. In addition to the technology and application sectors information technology and communication, health care and creative economy, the main focus is on measures for the utilisation of overlapping technologies for new products, services and processes. A platform has been created which is unique in Baden-Württemberg in this form. One can immerse into technology and application issues in numerous special interest groups, seminars and projects. And, what is more, young and innovative companies are offered an extensive range of advisory and support services with Coach & Connect.

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