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Life in the Web is taking shape: New weblin features for an international public

Hamburg, August 3, 2007 – The social software weblin is gaining momentum: avatar users are delighted with the numerous new features. Contact lists can now be drawn up to see what friends and other contacts happen to be on-line. An enhanced social bookmarking system helps with spreading the news of Web finds. Weblin now meets international demand and translates its products into several languages. And, to top all that, there are a large number of new avatars.

The contact list differentiates between friends and contacts. The user adds contacts to his list and can attach small notes to them. If you wish that contact to have the status of friend, that contact must give his approval. You can then see if your friend is on-line at the same time; you can send that friend a private message at any time, it does not matter whether he happens to be on the same website or elsewhere. By clicking “my weblin” on the homepage www.weblin.com, you can keep the lists like a small address book. And, with a click, you can tell your friend where you are and you can both explore the website together.

With the new weblin butler in the bottom left-hand browser corner, one can now use services which brings Web feeds alive for everyone in the Web: social bookmarking. With dig and yigg, users can make a story better known, have it evaluated or store favourite links under del.icio.us and Mister Wong – with unlimited storage space.

Weblin has reacted to the multi-nationality of the Web: the weblin website will in future not only be available in German and English but also in Japanese, Portuguese, Italian and Spanish. The client software itself will also be available in Japanese.

A new range of animated avatars has also gone online! These include a small vampire, an extraterrestrial and a pharaoh as well as many sporty and realistic figures such as an astronaut, skater or footballer. The weblin animal world will soon be populated by polar bears and creepy spiders.

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 in 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 lifeless, 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 has become a meeting place.

**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. CNN Money 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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