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## Discover the human Internet: Weblin avatars are inhabiting the Net

**Hamburg, December 2007** – Surfing on the Internet is now coming to life: weblin makes innovative communication forms possible and knows no bounds. Like-minded people get together quickly and simply on the Internet: each user, depicted by his own personal virtual image, his weblin, is visible to other weblins visiting the same website at the same time. The lifeless, anonymous universe of the World Wide Web is coming alive, is more colourful, a place of simple, direct communication. Just one mouse click and you can start a conversation with another avatar. weblin works on all websites, including YouTube, Google, eBay and facebook – bringing people with the same likings, interests and needs together. The Net, every website becomes a meeting place.



Registering with weblin and downloading the software is free of charge. The installation is very simple. On weblin.com, everyone can create his own profile and choose from many different avatars or be creative and upload his own photo. Many topical figures are regularly added to the range of avatars available. One can just as easily roam the Net as the little polar bear Knut or as a fairy from an on-line role-playing game. In the new package of more than 100 animated avatars, you will find a small vampire, an extraterrestrial and a Pharaoh, not to mention all the sporty and realistic figures and manga, for example an astronaut, a skater, a beach volleyball player or a footballer. And, for Christmas, there are reindeers, Santa Claus figures and Christmas hats. A regular visit to the weblin homepage is certainly worthwhile: there are many new avatars every month.



Weblin's list of functions is long: there are contact lists so that one can see which friends and contacts happen to be on-line at the same time, there is an enlarged social bookmarking system, there are messaging functions, the possibility of giving friends and casual acquaintances presents – to mention but a few of the important elements. For many users, it is important that they can create their own personal Web figure. Weblins can individualise their image quickly and easily with the avatar construction kit. It is even possible to upload own photos or animated figures and to roam the Net as weblin. Spells, treasure chests and puzzles provide surprises and ensure that one can have a lot of fun together.

With its innovative software, zweitgeist GmbH has already won a number of international awards for Web 2.0 applications. Weblin knows no borders where websites and languages are concerned. weblin has reacted quickly to the requests of users from all around the world and has had its software translated into many languages. In addition to German and English, international users already have Italian, Spanish, Portuguese and Japanese at their disposal. Brand new weblin languages are French and Polish.

### **About 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 Gründerfonds and received the special "CyberOne Award 2007" from the State of Baden-Württemberg. The social software weblin not only makes people visible on websites 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 include 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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