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## **Beastly good! The new avatars of the weblin community**

**Hamburg, May 11, 2007** – weblin has been inspired by the enthusiasm surrounding the little polar bear Knut. The large number of animated avatars available at weblin has therefore been enhanced with animal characters: brand new motives of four-legged friends are now available. Roam the Web as dog or show yourself as a purring cat to the other weblin users. With funny animations such as wagging their tails, giving a paw or cleaning their coats, the cuddly animals liven up the Internet. The range of figures available will be continually expanded in the course of the next few months: you will soon be able to strut around the search engines as a king penguin or mark out your territory in e-shops as noble wild cat. To make sure that you do not miss out on the many new avatars from the animal world, it is worth your while to regularly visit the weblin home page.

Millions of people surf through the Internet every day but, unfortunately, you cannot see who may also be interested in a certain subject. These users become visible with weblin. weblin users appear as a small avatar in the form of their own photo or a self-selected figure and see all other weblins visiting the same site in the World Wide Web at the same time. With its animated and individualisable avatars, weblin is forerunner in the still small group of virtual presence technologies and is already showing how Web 2.0 can appear in the future: human, very imaginative and definitely lively.

Further information and free of charge registration on [www.weblin.com](http://www.weblin.com)

### **weblin:**

The Hamburg company zweitgeist GmbH was founded 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, 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>

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