



MEDIA RELEASE

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New cybertwin technology offers glimpse of how business can make money from boom in social networks

SYDNEY – A revolutionary ‘chat-bot’ technology that allows the MySpace generation to interact with others online 24 hours a day promises to unlock one of the internet’s enduring business puzzles – how to make money from the boom in social networks.

MyCyberTwins are an intelligent software clone of real people with the ability to conduct life-like conversations while their human twins are offline.

MyCyberTwin users can easily create a personal online clone that can chat on their behalf through social networks such as MySpace, blogs, dating sites and MSN instant messaging.

The technology, now in alpha, gives bloggers a 24/7 online presence and a unique opportunity to interact with their readers no matter what time their blogs are accessed.

MyCyberTwin CEO Liesl Capper, who built the company with co-founder John Zakos, said that the real business impact of MyCyberTwin would be the fact that it gives social networks defensible technology.

“The features on existing social networks can all be copied by competitors and because of this, social networks are vulnerable – they could die in a moment,” Ms Capper said.

“MyCyberTwin offers a deep interactive tool for both users and advertisers, that is dead easy for users to ‘plug and play’ but is extremely hard for competitors to copy,” she said.

MyCyberTwins are clone humans that live on the internet, and have real conversations with people. They work out what people want to know and respond with the most relevant information. A MyCyberTwin talks like its owner, knows what they know and functions on their behalf.

“MyCyberTwin will allow people to put their personality online, and interact with people through software that allows people to learn about visitors to their site or blog,” she said.

Ms Capper said having MyCyberTwin on a social network will give that site a real point of difference to its competitors.

“Imagine a dating site where users can have their cybertwin available 24/7 to chat with potential new partners, to find the most compatible ones for them to get back to later.

“There is also huge potential for companies to have virtual sales assistants always online to answer questions about their products in a lifelike conversation with customers.

“Unlike old chat robots which took years to build, MyCyberTwins can be put together quickly and are easy to train. MyCyberTwins chat to friends or visitors to a blog, engage them and tell them things. At the same time they gather information, such as why people visit a website, what they really think about a product, or where their owner’s friends are going on the weekend.”

MyCyberTwins embedded on company sites would allow companies to chat with visitors and use this information to serve up highly targeted advertising of real relevance to whoever is chatting to the cybertwin.

Ms Capper said virtual worlds like Second Life, and existing corporate mascots on MySpace, are very one dimensional, “empty” experiences of the company – “with MyCyberTwin we have the capability to let these representatives really talk to people”.

She said the anarchic nature of social networks such as MySpace, where user generated content was highly unstructured, meant that even though millions of pages were being served up, advertising was hit and miss and returned low yields. By identifying users’ interests through their conversations with MyCyberTwin, advertising would become highly targeted and far more relevant.

MyCyberTwin was created by co-founders Ms Capper and Dr John Zakos, who previously built the listed Mooter search engine before exiting in 2005.

MyCyberTwin is currently in alpha release and is in discussions with a number of major social networks.

Create your own online clone at, www.mycybertwin.com.

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For more information, contact:

Kathryn Britt
Cicero Communications
0414 661616
kathryn@cicero.net.au

Liesl Capper
MyCyberTwin
0403 622 659
l.capper@mycybertwin.com