



## MEDIA RELEASE

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### **Gen Y's new option: "Don't talk to me, talk to MyCyberTwin!"**

**The MySpace generation can now create their own personal cybertwin to interact with friends and give them a 24/7 online presence**

A revolutionary 'chat-bot' technology launches today, allowing anyone to create their own personal online clone. Your clone can chat on your behalf through social networks such as MySpace, blogs, dating sites and MSN instant messaging.

The technology is in alpha stage, and if you want to be among the first in the world to try it, go to [www.mycybertwin.com](http://www.mycybertwin.com) where you can easily create your own free MyCyberTwin. The more time you spend training it, the more it is able to take on your personality to interact with friends – talking on your behalf even when you are offline.

MyCyberTwin co-founders, Liesl Capper and John Zakos, said the one-of-a-kind technology allows anyone to get an online clone for free.

"MyCyberTwin puts your personality online and allows a cool new way for you to express yourself," according to Ms Capper.

"The more time you spend teaching your cybertwin, the more it will be like you."

The technology for MyCyberTwin was developed in Australia and Ms Capper said their company is in discussions with global social networks who are interested in the concept.

MyCyberTwins can be put together quickly and are easy to train. MyCyberTwins chat to friends or visitors to a blog, engaging them and telling them things.

At the same time the clone gathers information – for individuals, it might be where that person's friends are going on the weekend, and for companies it can find out why people visit a website and what they really think about a person or product.

"MyCyberTwins are an intelligent representation of real people with the ability to have life-like conversations while their human twins are offline," Ms Capper said.

“MyCyberTwins work out what people want to know and respond with the most relevant information. You can make a twin in ten minutes, but if you want a really good version of you, you can train your cybertwin to talk like you, know what you know and function on your behalf.”

The technology will give bloggers a 24/7 online presence and a unique opportunity to interact with their readers no matter what time their blogs are accessed.

Create your own online clone at [www.mycybertwin.com](http://www.mycybertwin.com).

### **Talk to some existing MyCyberTwins:**

<http://mycybertwin.com/tracy>

Tracy is a surfer from the Australian coast, who likes gaming and new technology.

<http://mycybertwin.com/liesl>

Liesl is the co-founder of MyCyberTwin. She is a buddhist social technologist, and serial entrepreneur.

<http://mycybertwin.com/dylan>

Dylan is a 13-year-old male from Sydney, with not a lot of time or patience to fiddle with making a MyCyberTwin, but who thinks putting an AI version of himself online is really cool.

<http://mycybertwin.com/erika>

Erika/Erik is a base personality. She/he is a neutral personality, who sits 'underneath' the MyCyberTwin of some users, until they train it to be more like them.

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For more information, contact:

Kathryn Britt  
Cicero Communications  
0414 661616  
[kathryn@cicero.net.au](mailto:kathryn@cicero.net.au)

Liesl Capper  
MyCyberTwin.com  
0403 622 659  
[l.capper@mycybertwin.com](mailto:l.capper@mycybertwin.com)

### **About MyCyberTwin**

MyCyberTwins not only talk like people, they can also do things for people, like personalized search for information or products, read profiles and ‘match’ people on online dating and talk as a representative of a real person. MyCyberTwins automatically learn and build their own knowledge base by reading content that a user has created, by ‘reading’ the way a user writes emails, blogs messages and homepages. Any internet user who chats online or has a personal blog or webpage can have a MyCyberTwin.

Companies can also have their own MyCyberTwin living on their website, where it is a human-like, intelligent ‘person’ that interacts with their clients, and helps them find information or other people. MyCyberTwin is the brainchild of Relevance Now,

[www.relevancenow.com](http://www.relevancenow.com)