

my6sense Unveils Attention API at DEMO Spring 2010



[‘Attention API’](#) service now available to select mobile developers and content publishers; uses ‘Digital Intuition’ technology to deliver hyper-personalized streams for each user.

PALM DESERT, Calif., March 22 — DEMO Spring 2010 — my6sense, a pioneer in a new technology category dubbed “Digital Intuition,” will launch its free Attention API onstage today at DEMO Spring 2010. The new API lets third party developers tap into the magic of my6sense’s service to provide their users with highly personalized content streams.

[my6sense](#) was handpicked to present at DEMO, the world-renowned launch platform for some of the most notable emerging technologies introduced over the past two decades. The event is taking place March 21-23, 2010, in Palm Desert, Calif.

Our relationship with information is dramatically changing – more and more information now flows into our personal space, wherever and whenever. This transformation from a ‘web of pages’ into ‘web of streams’ is rapidly creating an attention crisis, especially on mobile platforms. In a world where content finds us, there is a basic need for a new way to curate and prioritize the information pouring in.

With the Attention API, application developers and content publishers can directly address this challenge with hyper-personalized streams that allow their users to focus on the most relevant content, at the right time and in the right context.

The service is content/stream agnostic and can automatically rank information from all types of sources — including social streams like Twitter, news streams, RSS, vertical content providers, open whiteboards and more. The solution is optimized for mobile platforms, where digital clutter is the most prominent, and can be successfully used on non-mobile sites and applications as well.

Adopting the Attention API is simple. Clients simply need to connect my6sense to the streams they wish to personalize and then notify my6sense of the users’ basic interaction with the streams. In return, my6sense provides personalized streams.

The my6sense service requires zero end user intervention — there’s no need for users to provide explicit feedback or answer questions like ‘Do you want to see more stories like this?’ The system hones in on natural content consumption behavior, including clicks, views, shares, and comments.

This unique approach is not only user friendly, but enables the system to collect virtually infinite amounts of feedback on user behavior, including granular content trends and preferences, as well as contextual influences such as location, time, and social graph. As

a result, my6sense's Digital Intuition is the only technology currently available capable of following the finest nuances of each user's interests.

“With advancements in mobile and artificial intelligence technologies, we're looking at a world where our habits, preferences, intentions and interests, will be digitally mapped out like our DNA, and then used to deliver dynamic, highly tailored content in real time,” said Barak Hachamov, Founder & Chairman, my6sense. “This vision is the basis for the future, and we're very excited to collaborate with other companies in this journey towards the new age of the 6th sense.”

Potential partners can see the magic first hand in the my6sense iPhone app (<http://www.itunes.com/app/my6sense>), a first of its kind intuitive mobile stream reader for Twitter, Facebook and RSS streams.

Over the next several months, the Attention API is in closed beta and will be available to select partners. my6sense is interested in working with a diverse set of mobile application developers and content publishers — from Twitter app developers to major news providers, vertical content providers, social networks, and more. Sign up at www.my6sense.com to become an Attention API partner and make sure your users find the needles in today's digital haystacks.

About my6sense

my6sense is a leader and pioneer in a new technology category — “Digital Intuition” — designed to tame the overwhelming amount of information and content that flows into your personal space each day. my6sense connects you with the content that matters, providing you with a sharper and better way to experience your information, on your mobile and desktop. my6sense is a privately held company with headquarters in Herzliya Pituach, Israel. For more information, please visit www.my6sense.com.

About DEMO

Produced by the IDG Enterprise events group, the worldwide DEMO conferences focus on emerging technologies and new products innovations, which are hand selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying cutting-edge technologies and helping entrepreneurs secure venture funding and establish critical business. For more information on the DEMO conferences, visit <http://www.demo.com/>.

Contact Us

For further information, please contact:

Ilana Gurman

ilana@my6sense.com

tel +972 9 954 4390