

my6sense Brings Digital Intuition to Twitter with mytweetsense

Intuitive stream reader cuts through the noise of twitter streams to show the 'cream of the crop' of your Twitter links



12.9.2009 – Paris, France – December 9, 2009 – my6sense, the leader in relevance ranking for RSS and social streams, is extending its groundbreaking Digital Intuition technology to Twitter, to solve the growing problem of information overload in the Twittersverse. The company's 'mytweetsense' is the first service to personally rank Twitter links, so that the most relevant content is always presented at the top. mytweetsense is available as a native app for the iPhone and iPod Touch.

my6sense is unveiling the application at LeWeb 2009, where the company founder and chairman, Barak Hachamov, is participating in the Twitter Apps panel on Thursday, December 10th.

According to Pingdom, there are more than 27 million tweets coursing through Twitter each day. Amidst this torrent of tweets, it is becoming harder and harder to find the real content that matters. People are no longer able to keep up with their information streams, and inevitably miss out on interesting or valuable thoughts, content, news and more hidden behind shortened URLs. This digital overload is hard enough to manage on a desktop, but becomes practically impossible on a mobile phone.

That's where mytweetsense comes in. The service filters the tweets which contain links and intuitively recognizes what is important to each user, presenting the most relevant content first. mytweetsense scours deep within the linked content, looking well beyond the 140 characters of the tweet, or the title of an article. As a result, the application has the power to uncover hidden gems of relevant content that may have otherwise gone unnoticed.

Its 'Digital Intuition' technology requires zero user intervention. There is no need to set preferences or say what you like/dislike. It takes only a few interactions to hone in on one's basic interests, and the application keeps getting smarter and more impressive with every click, comment, or share.

Additionally, mytweetsense brings article previews, images (TwitPic) and videos (YouTube) right to the tweet itself, within the application. As a result, my6sense users save time — no longer do they have to click on URLs and open their mobile browser just to find out if content will be of interest to them.

"Our human filters have turned into a great way to discover content that interests us, but the amount of tweets coming in through Twitter today is astounding, and it continues to grow. While new features like grouping and lists have been designed to tame the clutter,

at the end of the day, there will be more streams and content to weed through," said Hachamov. "In a world where time is the only currency, there's a need for more processing power, which mytweetsense provides and enables you to make the most of your time."

See my6sense demo videos here:

<http://www.youtube.com/watch?v=77yUqpyb0CQ>

http://www.youtube.com/watch?v=-saL_Ysp8ps

<http://www.youtube.com/watch?v=UhyYLetR7nA>

<http://www.youtube.com/watch?v=iZftpyltZs8>

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.

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