



SCIENCEFEED, THE FIRST OF ITS KIND REAL-TIME MICROBLOGGING TOOL FOR SCIENTISTS, LAUNCHES

SOCIAL MEDIA TOOLS LIKE SCIENCEFEED HELP THE SCIENCE WORLD MOVE TOWARDS SCIENCE 2.0, ENABLE SOCIAL COLLABORATION

February 15, 2010- Boston - Sciencefeed, a real time micro blogging tool designed for scientists, has announced the launch of its service to the public. The kind of exchange that micro blogging platforms like Twitter have brought to the online world, have tremendous potential to transform the world of science . Because of tools such as Sciencefeed, new results, headlines and ideas can be spread instantly and quickly spill over into other disciplines. Sciencefeed aims to increase scientific productivity by reducing the barriers of time and space in communication.

Sciencefeed will enable users to post their ideas, feedbacks, reactions and resources; follow users; respond to other member's entries, and comment on various topics – in real-time. This kind of instant back-and-forth will produce spontaneous, dynamic exchange that used to only be possible in a face to face environment. Another benefit to Sciencefeed is that the exchange is not required to be immediate. Unlike instant-messaging services, users do not have to be online simultaneously to work together or stay updated. By following the postings of certain individuals, or within specific networks or groups, users can stay up-to-date on developments, quickly filter information according to their interests, and organize their resources. This will enable scientists to manage their resources and information. The Sciencefeed postings offer a condensed overview that can help researchers know what they need to know and not waste time on things they don't.

"The World Wide Web was originally developed to spread research results easier and faster: I think with Sciencefeed we are giving something from the old meaning back to the web." said Dr. Ijad Madisch, founding member and CEO of Sciencefeed. "There are so many scientific resources that are available to scientists and through services such as Sciencefeed, scientists can be connected and spread the knowledge in real time."

Sciencefeed will be compatible with other social media platforms where users can share their Sciencefeed posts with their contacts and friends on Twitter, Facebook and FriendFeed and vice versa - without having to leave the Sciencefeed platform. Sciencefeed was designed to encourage the dynamism and spontaneity fundamental to science itself. Therefore users will

be able to login with their existing Twitter, Facebook or FriendFeed credentials and won't be required to open a new account. Time-saving applications play a major role in a scientist's life as while the amount of available research information is exploding, more and more different platforms designed for following news and updates arise. That is why we need to access scientific resources and interesting papers in one community-driven place such as Sciencefeed.

"One feature that both sets Sciencefeed apart from other platforms and gives it its distinct scientific focus, is the eased sharing of resources." Said Dr. Bertalan Mesko, Founder of Webicina.com and co-author of ResearchBLOG of the ResearchGATE community. "It is this kind of interactive communication that brings Sciencefeed squarely into line with the goals of Science 2.0 – it makes online resources both archivable and searchable."

Founding member and CEO Dr. Ijad Madisch states; "Sciencefeed is science – as it happens. We hope that it will become a bridge between online scientific networking platforms, scientific databases, and the wider online science world and enable scientists to conduct breakthrough research."

Sciencefeed is a community project, which means that the scientific community will influence its future.

About Sciencefeed

Sciencefeed is the first micro blogging network of its kind, designed for scientists and researchers to enhance collaboration, sharing and networking in real time. The Boston based startup was founded by a team of scientists who also runs the social network for scientists; ResearchGATE (<https://www.researchgate.net>). Sciencefeed connects the various Science 2.0 applications in real time and facilitates communication about science and science related topics globally. To learn more about Sciencefeed, visit: <http://www.sciencefeed.com>.

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