



DotSpots Brings the Wisdom of Crowds to the News

Semantic Annotation System Announces Offering for Improving Mainstream News

SAN FRANCISCO, Calif. (September 8, 2008) – DotSpots, a stealth start-up building tools that allow the wisdom of crowds to be applied to every piece of information in the world, today announced at the TechCrunch50 conference that the first release of their software will be focused on helping bloggers and citizen journalists annotate and improve the mainstream news.

“Mainstream news has incredible reach, but its reporting function is broken. Coverage is too broad and the profit motive has made it woefully lacking in investigative and live reporting,” said Farhad Mohit, co-founder and CEO of DotSpots. “We aim to fix that by providing ordinary people a tool to annotate news articles with information they feel is useful, whether created by themselves or sourced from anywhere on the Internet. In this way, the wisdom of crowds will help enrich and improve the news.”

The DotSpots semantic annotation system allows anyone to attach text, photos or video to any meme (block of text) and to have that annotation instantly distributed to all relevant blocks of text across the Internet. In an arena like the news, where stories are published once and syndicated to thousands of outlets, DotSpots levels the playing field allowing people to annotate and improve a local copy of the news on their favorite site, but have their changes distributed everywhere, raising awareness globally.

“On the web, it’s the bloggers and citizen journalists who have been doing the real work of investigative and live reporting. DotSpots is now helping them for the first time be able easily attach their work to the mainstream news articles that have massive reach,” said Mohit. “It will be interesting to see what happens as the masses get access to all this great information as annotations in context of the same mainstream news articles they’ve been used to reading.”

DotSpots had been operating in stealth mode to date, but announced at the TechCrunch50 conference that it is now accepting sign-ups for its beta release on its site www.dotspots.com.

About DotSpots

DotSpots is a semantic annotation system that brings the wisdom of crowds to every meme (block of text) on the web, and leverages automatic semantic matching to distribute each contribution to every instance of that meme across the web. DotSpots is a totally distributed company always looking to hire smart people from around the world. The company is privately funded.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry’s most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

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