

The World's Social Prediction Platform Debut – ZiiTrend.com



What if you can see (or 'Zii') the future?

We read future predictions every day from the media, such as forecast on weather, gas price, and Dow Jones Index. These predictions only cover a small fraction of interesting topics. With an explosive growth of online social networking and information sharing, it is getting easier to group like-minded users to predict the future together in a wide range of topics. With these favorable conditions, **social prediction** is becoming an **emerging trend** of the Internet.

The idea of **social prediction** is that, **a community can predict the future better than any individual can**, through collective prediction and knowledge exchange.

ZiiTrend.com is a pioneer of social prediction platform launched on September 25th, 2007. This site is inspired by the concept of [Prediction Market](#) and [The Wisdom of Crowds](#). What differentiate ZiiTrend.com from prediction market sites are its social elements. It encourages users to have fun "seeing" the future by actively exchanging ideas and information. This social prediction phenomenon will change the way we see the future.



How does ZiiTrend.com work?

ZiiTrend.com covers a wide range of topic categories including finance, technology, politics, sports and entertainment. A topic can be as serious as "[How many of the 23 Korean hostages in Afghanistan be released?](#)", or as entertaining as "[What 24 \(TV Series\) characters will come back in Season 7?](#)" Like other [social news](#) sites, ZiiTrend has its topics added by its users, so they can easily find interesting and valuable predictions that matter to them. A prediction topic is only limited by one's imagination.

Within each prediction topic, users can submit their individual predictions, and the web site uses these submitted values to calculate a consensus prediction value. The consensus value is called **ZiiValue**, and it represents the collective wisdom of the ZiiTrend community. For example, a prediction topic is "Who will win the 2008 U.S. Presidential Election on November 4, 2008". If "Candidate A" has a ZiiValue of 33%, it means the ZiiTrend community estimates "Candidate A" will have 33% chance in winning the election.

When the future event finally happens, the web site uses the actual outcome of the event to calculate individual prediction performance. This performance information not only gives users a sense of reward, but also improves the web site's accuracy in calculating future ZiiValues. One may think of ZiiTrend as a giant predictor who learns from past mistakes and get more accurate every day.

ZiiTrend's Prediction Engine

The goals of our prediction engine are to continuously improve prediction accuracy, reward good performance, and facilitate knowledge exchange. The theory behind the engine is similar to neural network, in which each neuron (or node) has memory of past prediction performance. By using this information in memory, the engine can continuously improve prediction accuracy.

The Ziibo Logo

Ziibo, the website's logo, represents the residents in the ZiiTrend community. Each Ziibo has a little antenna that radiates predictive power. When many Ziiibos gather together, their predictive power let them see the future more clearly.

Press Contacts

For further information, please check our [FAQ](#), or contact Tony Wong at 1-604-723-4600 or email at press@ziitrend.com.

Attachment

The file [ziitrend_graphics_20070925.zip](#), containing the ZiiTrend logo and graphics, is attached to this document as part of this press release kit.