

## The World's Most Complete Social Prediction Platform - [ZiiTrend.com](http://ZiiTrend.com)



We are happy to announce **ZiiTrend is now the world's most complete platform for social prediction**, with the new addition of **Stock Prediction Section**, and **ZiiTrend Prediction Channel**.

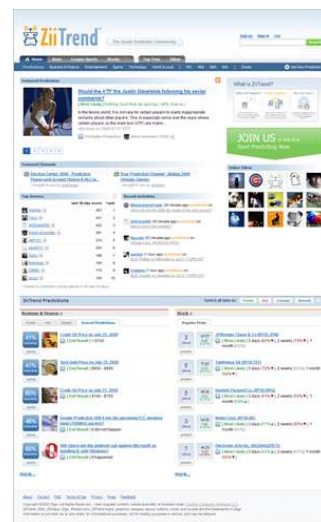
### What can ZiiTrend do for you and your readers?

- Offer users a complete experience in [Social Prediction](#).
- Enable publishers and bloggers to build their own prediction communities.

### What is ZiiTrend?

Every day from the media, we read predictions on elections, gas price, and the stock market. Most of these predictions are given by individual experts. With the explosive growth of online social networking and information sharing, we can now tap into the wisdom of millions of like-minded users to predict where the world is going. We call this emerging trend, **Social Prediction**, and it will change the way we see the future.

ZiiTrend.com, launched in 2007, is a pioneer of **Social Prediction**. Our users can predict the future together by sharing information and opinions. We believe our community can predict the future better than any individual can. Not to mention it is a lot of fun to "see" the future before everyone else.



### ZiiTrend's Prediction Engine

The heart of ZiiTrend is a prediction engine similar to a neural network. Over time, the engine remembers each individual's prediction performance. By using this information in memory, it can produce a community prediction for each

topic, continuously improve its prediction accuracy, and facilitate knowledge exchange between users. One may think of ZiiTrend as a giant predictor who learns from past mistakes and gets more accurate every day.

## What can you predict on ZiiTrend?

### News Predictions

In the News Prediction section, users can post predictions in the subjects of business, technology, politics, sports and entertainment. Users can easily find and create predictions that matter to them. Here are some sample prediction topics:

Steve Jobs to step down as Apple's CEO in 2008?

[http://www.ziitrend.com/predict/on/steve\\_jobs\\_to\\_step\\_down\\_as\\_apple\\_s\\_ceo\\_in\\_2008\\_2009-01-01](http://www.ziitrend.com/predict/on/steve_jobs_to_step_down_as_apple_s_ceo_in_2008_2009-01-01)

Next US President: McCain or Obama

[http://www.ziitrend.com/predict/on/next\\_us\\_president\\_mccain\\_or\\_obama\\_2008-11-04](http://www.ziitrend.com/predict/on/next_us_president_mccain_or_obama_2008-11-04)



### Stock Predictions

Everyone wishes to know the future especially in the stock market. The Stock Prediction section, the newest feature on ZiiTrend, enables investors to predict where the market is going. ZiiTrend currently supports predictions on more than **5000 stocks** listed on **NASDAQ**, **NYSE**, **AMEX** and **TSE**.

List of stock predictions:

<http://www.ziitrend.com/predict/overview/stocks>

Example: Prediction on MSFT (Microsoft Corp.)

[http://www.ziitrend.com/predict/on/nasdaq\\_msft](http://www.ziitrend.com/predict/on/nasdaq_msft)



Making a stock prediction is very easy. For each stock, users simply predict UP or DOWN with a confidence level. Based on these users' predictions, the system produces a community prediction indicating a rise or fall signal in the periods of 3-days, 2-weeks and 1-month. Also, users can exchange investment ideas, as well as having fun in beating the market and other investors.

### League Sports Predictions

In the League Sports Prediction section, users can predict the results of all games in the major American leagues - **MLB**, **NFL**, **NBA** and **NHL**:

**MLB:** <http://www.ziitrend.com/predict/schedule/mlb>

**NFL (off season):** <http://www.ziitrend.com/predict/schedule/nfl>

**NBA (off season):** <http://www.ziitrend.com/predict/schedule/nba>

**NHL (off season):** <http://www.ziitrend.com/predict/schedule/nhl>

Sport fans can keep track of their favourite teams with the latest game predictions, news, photos, comments, videos and statistics. For a sample team page, take a look at the New York Yankee page:

<http://www.ziitrend.com/predict/team/mlb/nyy>



## Create your own Prediction Channel (for publisher & blogger)

ZiiTrend is dedicated to help users in unlocking the power of social prediction. With the ZiiTrend Prediction Channel, publishers and bloggers can easily build a prediction community for their websites. Registered ZiiTrend users are provided with a Prediction Channel, where they can broadcast their predictions to their readers. The channel can also be embedded in any web page.

Here are a few popular prediction channels:

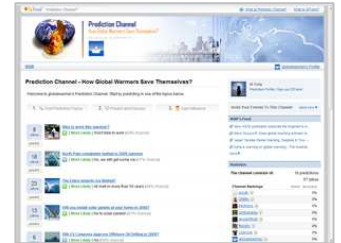
**Global Warming:** <http://www.ziitrend.com/channel/globalwarmer>

**Oil Price:** <http://www.ziitrend.com/channel/Oilzilla>

**2008 US Presidential Election:** <http://www.ziitrend.com/channel/voteSense>

**2008 Beijing Olympics:** <http://www.ziitrend.com/channel/olympian>

**2008 Euro Cup:** <http://www.ziitrend.com/channel/euro08>



To create your Prediction Channel in 30 seconds:

1. Register a ZiiTrend account.
2. Click on "My Channel" on the top navigation bar.
3. Customize your Prediction Channel page.

## Want to partner with us?

ZiiTrend is the world's most complete platform for social prediction. Please contact us if you are interested to partner with us, advertise on ZiiTrend, or license our technology.

## Press Contacts

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

## Attachment

The file [ziitrend\\_graphics\\_20080806.zip](#), containing the ZiiTrend logo and graphics, is attached to this document as part of this press release kit.