

Dear blogger or journalist

This is not your standard press release. The reason is simple: I'm just a one-man company and I can't afford to hire a decent copywriter or PR guy. Or maybe I'm just cheap. Either way, you are stuck with me and my amateur writing style. But you are still reading this and that is encouraging. While I still have your attention let me quickly mention my new website: <http://www.trendolizer.com>

There, I've said it. One paragraph in and I'm already rubbing a URL in your face. Yes, I'm desperate for some publicity for my site, and one way or another I'm going to get it. So far, it is working, because you are still reading. Do go on.....

So, what is so great about this website that you should write about it? Glad you asked. Trendolizer shows you the links, stories, images or videos that are currently trending on Facebook. It does this by automatically collecting and analyzing thousands of links every few minutes and filtering out the ones that are being shared most right now. The items that make the cut get published to the front page or to one of the thematic subsections.

In other words, it tells you which news is really starting to buzz right now, faster than real time ("yay, it has a connection with this year's LeWeb theme!"). Well, not really faster than real time, but pretty close anyway. So far it has been pretty good at surfacing major news well ahead of the curve, sometimes hours before major news outlets start copying the story from each other (think Florida cannibal, quadricopter cat, LinkedIn password fiasco, Rodney King death...)

Yes, there is a reason why these are all quite recent stories: the site was built mostly during the past month, by one guy, in his spare time (and it shows, the design is kind of crappy). **Not Comic Sans terrible, but still, pretty bad.** That's what you get when your one-man company doesn't even have a webdesigner... And about what you would expect from a company that basically built a fully automated linkblog without human editor.

Still, even Twitter started its life as a side-project once, so who knows where Trendolizer might go one day. Better hang on to this press release then, as it is a limited edition distributed only at LeWeb London 2012. Speaking of which, at <http://leweb.trendolizer.com> a special version of the site is attempting to keep track of the most popular stories around the #leweb hashtag. If it hasn't crashed yet, that is.

If you are interested in the technical jibber-jabber, there is an 'About' page on the site that explains how it works in more detail. Or you can just walk up to me and ask: I'll be at LeWeb the full two days, feel free to ping me on twitter (@mschenk) or just call/text me (+32 476 31 07 57) if you want to have a little chat about Trendolizer.

And if that is not interesting enough for your blog or publication, you could always write something about how horrible this press release was. I'm happy as long as you link to my website (even one lousy tweet would do).

Thank you for your attention,
Maarten Schenk (trendolizer@yesitcan.be)
Trendolizer.com



README.txt