

# my6sense Unearths the Needles in the Haystack of Today's Information Streams

## iPhone app uses Digital Intuition to bring out the good stuff buried in the deluge of RSS & social streams

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my6sense, a pioneer of “Digital Intuition”, revolutionizes the way we consume information on mobile devices.



Every day there are fascinating stories to read and important updates to see from the many evolving streams we're subscribed to, but all too often they're lost among the hundreds, or thousands, of posts, links, updates and comments that cycle through our digital spheres. The my6sense solution floods to the top users' most important and relevant content, no matter which type of stream the buckets of content come from (RSS, social networks).

This solution calls for a groundbreaking artificial intelligence technology, “Digital Intuition”, which intuitively senses what's important to each and every individual user.

The key to the technology's success is that it relies solely on a user's natural consumption behavior, without any explicit feedback. There's no need to set any preferences at all (which can easily change from day to day) or answer burdensome questions like “Did you like this story? Do you want to see more from this source?” Instead, its artificial intelligence engine silently notes every implicit action, attention and interaction, and ranks content accordingly. In a nutshell, my6sense understands users' intentions from their attention.

It takes just a few interactions for my6sense to hone in on basic preferences, and the system continually refines and adapts its preference model based on each interaction. A personal meter shows users the strength of their Digital Intuition, starting from inactive and ending with ‘Lord of the Senses’. Typically, most users find their ‘Ah-ha moment’ (when relevant content magically appears on top) in just a few days.

Richard Zaragoza, an early my6sense user in Seattle, described the magic this way: “I have been using a tool to filter hundreds of feeds, thousands of posts! The results are so tailored and specific to my needs they are as if handpicked by a mighty army of mind reading Oompa Loompas bent on making me the most informed man on earth.”

Beyond its innovative content-ranking system, the app offers other cool features to help iPhone users make sense of their digital content. People can view their top messages, based on relevance or time, and sort streams based on source or content topic. Additionally, users can easily share any message via email and with their social network(s) of choice, such as Twitter, Facebook, or FriendFeed.

See my6sense demo videos here:

<http://www.youtube.com/watch?v=77yUgpyb0CQ>

<http://www.youtube.com/watch?v=UhyYLetR7nA>

<http://www.youtube.com/watch?v=iZftpyltZs8>

### **About my6sense**

my6sense is a leader and pioneer in a new technology category “Digital Intuition”, designed to tame the overwhelming amount of information and content that flows into your personal space each day. my6sense connects you with the content that matters, providing you with a sharper and better way to experience your information, on your mobile and desktop. my6sense is a privately held company with headquarters in Herzliya Pituach, Israel. For more information, please visit [www.my6sense.com](http://www.my6sense.com).

### **Contact Us**

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