

openBC to be re-launched: Brand new design this fall – Online community invited to participate

Hamburg – July 18, 2006 – openBC, the world's largest open networking platform for professionals, today announced the openDESIGN Challenge, a competition that calls on the online community to become involved in the new-look openBC and produce design ideas for its most important page – the user's personal profile page. The winning designer will receive €10,000 and work together with openBC to integrate their ideas into the overall site re-launch.

"Over half of all new applications on openBC start life as suggestions from our members – something that reflects users' increasingly active participation in shaping the web. So it makes perfect sense for us to involve the wider online community in every step of openBC's design process," says Lars Hinrichs, CEO and Founder of openBC.

New visions sought for Business Card 2.0

Talented amateur and professional Web designers are also invited to submit their ideas for the openBC personal profile page – Web 2.0's answer to the omnipresent business card and key to users' digital identity. Hot talents from around the world can sign up on the openDESIGN site (<http://opendesign.openbc.com>), post their entries and join in the design dialogue.

openBC's design team is already working on the new interface. By visiting the openDESIGN site, openBC members and the online community at large can vote and comment on the different design proposals as they evolve, and influence the final outcome of the new profile page and overall re-design. Regular updates on the openDESIGN challenge can be found at <http://blog.openbc.com>.

"The finished openBC design will be a joint effort between our designers and the online community - resulting in an enhanced interface that appeals to as wide an audience as possible," says Lars Hinrichs. "After all, our brand equity is generated by both the people who work for openBC and our members who make use of it."

About openBC - openBC is the world's largest open online community for professional networking. 1.5 million networkers around the globe use openBC to deepen their professional relationships across all industries and expand their network. openBC enables its active members to discover interesting contacts and new business opportunities, as well as maintaining their professional contacts. The most varied cultures from around the world – united by the 16 languages available on openBC – together with the community's open networking philosophy, creates a unique environment for enhancing the success of each and every openBC member. www.openbc.com