

15. Mai 2008

mixxt is launching in Poland

On Thursday, 15th May 2008, the internet portal mixxt celebrates its entry into the Polish market. Scarcely half a year after launching in the German-speaking countries, the D.I.Y. social network kit mixxt is now available in a Polish version!

BONN. With a few mouse clicks and without technical background knowledge everyone can create her or his own online community for free. mixxt offers features like forums, picture galleries, wikis, event calendars and an individually configurable design. More than 900 communities with over 6,500 members were founded on mixxt during the last four months.

Especially the options to customise the private sphere settings are important to the mixxt team: "The founder of the community can determine whether his online network is private or public and whether users can join using their real names or just nicknames. This flexibility of functions and layout is of interest to enterprises and events as well as organisations and private people", explains one of the mixxt founders, Philipp Ellenbeck.

To create an own online community establishes new ways of communication with friends, like-minded people or customers. Groups can exchange on a certain topic, collect and share pictures or information and get in touch with persons of similar interests. Circles of friends get the opportunity of exchanging pictures simply and fast as well as of planning and organising private celebrations together. Both the

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owner of a discotheque and an event host can benefit from a mixxt network, where participants and guests may get to know each other in advance.

“With mixxt we would like to bring associations and enterprises together, but also interested people of educational events like “EduCamp2008” (www.educamp2008.mixxt.de) or the participants of an European conference of Internet enthusiasts (www.barcampoffenburg.mixxt.de). Your own community offers your customers and other interested parties a new, innovative way of communication”, describes Oliver Ueberholz, mixxt CEO and marketing responsible. The Chinese film festival “Elektrische Schatten” (www.elektrische-schatten-bonn.de) uses an online community in order to connect with the visitors via completely new ways, too.

A simple handling and the broad flexibility are as important as a fast and uncomplicated support, thus mixxt gladly considers and converts users desires and suggestions concerning it's functions. The fast and uncomplicated help is not only esteemed among German users: mixxt is now available in English, German and Polish language.

„The launch in Poland will not remain the only one. Until the end of this year there will be at least two further versions“, says Oliver Ueberholz about the future plans of mixxt.

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