

## **What's a \$99 Brainstorming Partner Really Worth? - in the Case of RichContent's eXpert System, it's \$THOUSANDS in Expertise, Millions of New Ideas, a Lifetime of Knowledge and a Tireless Partner.**

*Brainstorming is taxing on... well, the brain. But the new eXpert System from RichContent releases your best ideas, using Associative Thinking, 200,000 words and phrases and 225,000 images to spur the mind to more creative innovations. New OSX and XP application melds 5 powerful programs into one user-friendly interface. New ideas are just a click away, and start at less than \$100...*

Portland, Oregon (PRWEB) March 15th, 2005 -- RichContent believes that not only are images and words the core of effective brainstorming... but RELEVANT words and images are the key to true innovation. Their new eXpertSystem™ and eXpertLingo™ programs make that a reality with interactive web-enabled databases of words, phrases, synonyms, keywords and images that are fast and easy to access, assemble into presentations and share with others. The Macintosh OSX and Windows XP program is being released for less than \$100, and is available this month.

"We've always felt that brainstorming... really innovative thinking, was more than random thoughts with the occasional 'a-HA!' moment. We are absolutely convinced it's about following 'threads' of ideas, images and words to more logical conclusions". Says Mark Effinger, CEO of RichContent.com, the inventors of the new eXpertSystem and eXpertLingo programs. "Great ideas, the kinds that become killer products and valuable additions to our lives don't have to be random... you can create them at will through the process of 'Power-Brainstorming' using questions posed by professionals; words and phrases expanded and connected by threads of association, and related imagery that triggers expanded thought. Combined, you have all but taste and touch to stimulate your mind to create amazing innovations".

The roots of RichContent's new eXpertSystem are the brainstorming tools of Tony Buzan, inventor of the visual MindMap made popular by companies like Inspiration Software and MindManager; and associative thinking tools such as IdeaFisher software and Gerald Haman's KnowBrainer tool from SolutionPeople.

"We believe that we can quickly 'change the mind' of anyone using our programs" says Eric Kinney, currently heading up R&D for RichContent.com. "And if you change it enough times, it becomes elastic, constantly seeking new and innovative solutions to virtually everything, whether a process or a product. We see it daily in our work with these programs... and realize how invaluable it is in life... to be flexible, creative, always seeking solutions".

The new eXs and eXL programs are available as free demo downloads from the company web site at [the RichContent web site](http://theRichContent.com). The free download is 100% functional for 15 days, and includes a demo plugin to explore the creativity-prodding questions, along with the stream-of-thought eXpertLingo word and image association engine. The initial price of the program is \$99, with each specific eXpert Plugin running \$49 to \$79. eXpert Plugins are specific programs developed by PhD's and MBA's around 16 separate themes, from Idea Expansion to Advertising and Conflict-Resolution.

RichContent can be reached at their web site, [www.richcontent.com](http://www.richcontent.com), or by phone at 949-903-1987.

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Can you truly be creative for under \$100-bucks? The folks behind RichContent.com hope to see many million of students, educators, corporate leaders and advertising creatives finding out through their software solutions.

**Contact Information**

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RICHCONTENT CORPORATION

<http://store.richcontent.com>

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