Think You're Smart? RichContent's eXpertSystem "Content Contest" Seeks to Find Out - Offering Top Performers Opportunity to Become the Idea Mascot for New Firm

RichContent is seeking a genuine "Thought Leader" through a unique contest: use our Software in a unique way, and show us what you accomplished. The top 3 performers will receive paid projects and free software... and a chance to create Topic Modules and receive royalties. The top performer will become a high-profile mascot and co-anchor of RichContent.com's ThotWired.com blog.

Portland, OR (PRWEB) March 24, 2005 -- Think you're smart? How would you like to put that to the test using a new creativity software solution... while gaining notoriety and extended exposure, as well as royalties?

 RichContent.com has just released eXpertSystem™ and eXpertLingo™, a combination free-form idea generator and strategic composer loaded with expert information. And now we're looking for the best and brightest minds to create valuable, usable content for our many markets.

 "We've been working on this program for many years, but the last 18 months really coalesced it into a truly innovative program that was easy for anyone to use" says Mark Effinger, founder of RichContent. "Helping creatives unleash their ideas, and non-creatives be able to increase their strategic thinking processes was at the center of our vision. Making it easy to use so it didn't encumber the natural creative process was essential. These programs do just that. Now it's time to put our resources where it really counts: finding great talent to expose us to ways of using these programs that we could never imagine. We hope some geniuses with both IQ and EQ are listening".

 "The Contest" referred to is RichContent's "Content Contest", a way for smart people to play with this breakthrough technology while creating their "work"... whether that's developing Ad copy, or designing the next hybrid auto. The company intends to find and empower a new group of creative thinkers using this unique technology.

 The RichContent program arrives in 3 parts, all accessible from one of two interfaces: eXpertLingo, eXpertSystem and eXpertContent. All three work together seamlessly to provide a simple user experience that gets out of the way of the creative process, facilitating lightning-fast thinking and processing those thoughts in immediately usable form.

 eXpertLingo™ (eXL) is the freeform idea generator, taking your original thoughts and stretching them in a million different directions through words, concepts and images, all linked by associations. Web connectivity keeps the 200,000+ word and phrase reference growing, while the ever expanding 250,000 keyword-searchable image library provides visual stimulus.

 eXpertSystem™ (eXs) is the composer for your ideas, taking your random stream of consciousness and effortlessly assembling it in a linear process to help catalyze your thoughts. eXs makes the creative process much easier to understand, present and engage others who you might need to implement your ideas (or just to help you remember and expand on your initial concepts).

 Finally, the eXpertSystem suite is a system that allows you to pick some of the greatest minds in any of over a dozen subjects, grabbing their soundbites and assembling them with your comments, web links and related

images to expand your knowledge in minutes, with what may have taken these experts decades to learn.

The program's final output lends itself to training, teaching, coaching and consulting in that it takes genius knowledge, interjects your creative content, and shares it with others via secure, encrypted Sessions, through print, and through a slideshow presenter. An integrated Time & Date Stamp helps you monitor your minutes at work, and in working with clients.

For those wanting to enter the eXpertSystem Contest, RichContent has created a free download and 15-day no-holds-barred test. Simply complete the short form and tell us what you plan to do through the RichContent website link Free eXpertSystem Downloads, Then come back and tell us how you used our software to develop your killer idea. The best response each week for the next year will receive their choice of an eXpertContent Module, and a page on our site(s) promoting them and their creative work. The very best by April 30th, 2005 will also become author of our upcoming ThotWare.com blog.

RichContent.com can be found at the RichContent web site, or at 949-903-1987.

Contest rules will be available at RichContent "Expert Content" contest.

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Contact Information
Mark Effinger
RICHCONTENT.COM
http://www.richcontent.com
949-903-1987