Click.to integrates the explain machine Twick.it

With one click, Click.to Twick.it finds an explanation for everything

Karlsruhe, 2 September 2011 - With the new default action "click.to Twick.it" complements of Axonic Informationssysteme GmbH from Karlsruhe, Germany, looking up search terms from a desktop application is quickly within reach. Those that want to retrieve information quickly are well on their way with "click.to Twick.it": Unlike Wikipedia, Twick.it provides short, fast, and under 140 character long explanations, which everyone can understand.

There are explanations for everything

Twick.it is itself an invention of its own: The merger of the online encyclopedia Wikipedia and the 140-character short message service Twitter, at the first glance, don't work well together. But Twick.it delivers short, handy explanations for terms that are gathered from the user-based community. Click.to compliments the service by allowing short, quick routes to the explanations, regardless of which application the term comes from. Behind both services is the idea of making information easily accessible.

What click.to Twick.it does

Instead of having to manually opening Twick.it, words can be searched directly from a document, a technical article or an e-mail with click.to Twick.it. To do this, the user selects a term with CTRL + C or right click, Copy, the Twick.it icon appears automatically above the mouse cursor. By selecting the Twick.it icon, Click.to will automatically search the Twick.it website for the search word and display the desired explanation in a quick-view window next to the mouse cursor. The user doesn't even need to open their browser. The explanation can then be viewed on the website or added somewhere else with click.to i.e. as a post to Facebook.

Click.to - The Copy & paste concept expanded

From the idea of the desktop working closer together with online applications, a desktop application has emerged that offers its users a wide variety of functionality. Inserting screenshots in Outlook or Paint, for example, with click.to works with a single click of the mouse on the icon. The same is true with the uploading of pictures to Facebook or Flickr or a search of Wikipedia. The opening of the target application or the respective website is done automatically by click.to by executing the Paste command.

The makers of click.to and Twick.it

Martin Welker, CEO of Axonic, about the partnership with Twick.it. "Twick.it is the Wikipedia for the Twitter generation! Nowadays, you rarely have time to study technical articles in detail. Twick.it provides explanations in short, concise and sometimes even humorous ways. The partnership with Click.to is ideal: A brief explanation from Twick.it and a shortcut from Click.to. That means no distractions from the essence of navigating and searching in the web browser, but the short explanation right where and when you need it."

"We are pleased, that someone with Click.to can bring the explanations from our community to where they are needed - directly to the user on the screen," says Mark Moeller and Sean Kollak, inventor of Twick.it. "By internalizing the copy-and-paste, the process is simplified: users do not have to leave the program and open a browser. With Click.to, Twick.it also becomes a part of the operating system, making it even closer to the user. "

Click.to is free
The free program is available on www.clicktoapp.com for Windows and soon for the Mac OS.

About Axonic
The Axonic is a young company focused on information, communication and recognition technologies. The company is headquartered in Karlsruhe and was founded in 2003 by Martin Welker. Axonic research and development for the past several years has been based in the area of "communication intelligence" - the targeted analysis, representation and simplification of communication.

About Twick.it, the explain engine
Twick.it is a non-commercial knowledge platform where any explanations for any given subject can be evaluated by other users. The statements must be no longer than 140 characters. In addition, a link can be provided for further research. Using semantic analysis identifies and links the explain engine automatically to related themes and keywords. Developed by Markus Möller and Sean Kollak, the Twick.it explain engine has been online since late 2009 and has over 16,000 verified explanations (August 2011). All explanations are available under a Creative Commons License and may be used commercially.

Contact
Peter Oehler
Kaiserstraße 241
76133 Karlsruhe

+49 (721) 352 83 75
oehler@axonic.net
www.axonic.net
www.clicktoapp.com

AXONIC®