

# ADVANCE ANNOUNCEMENT

## COLLABORATIVE DISCOVERY

BRAINSTORMING + SOCIAL MEDIA + ROBOTICS  
FOR ENTERPRISE INSIGHTS

TO BE ANNOUNCED AT WEB 2.0 SUMMIT  
TUESDAY, OCTOBER 18

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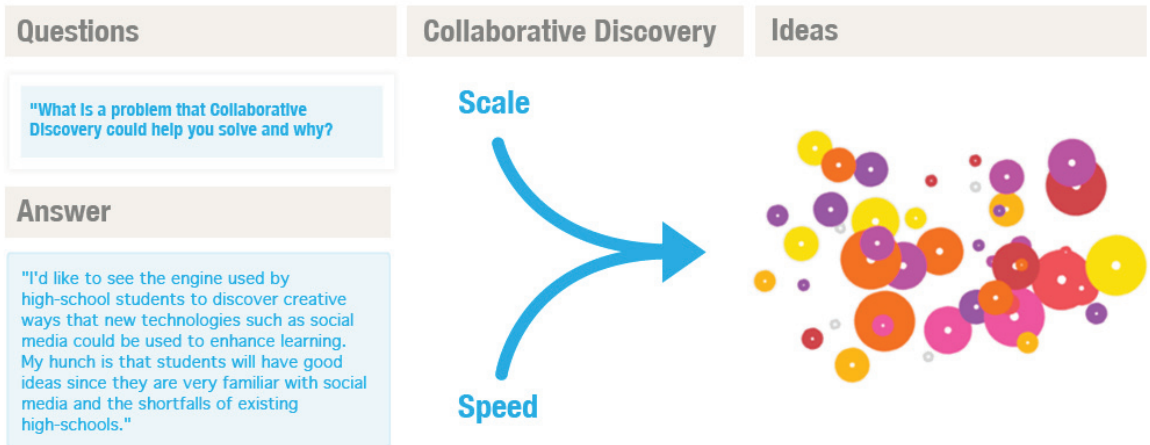
“What happens when robotics research at UC Berkeley is combined with the classic process of Brainstorming and Social Media?”

The Collaborative Discovery Engine is being announced today at the Web 2.0 Summit Conference in San Francisco, CA. The system was developed by Hybrid Wisdom Labs, a new company emerging from more than a decade of robotics and social media research at UC Berkeley. Hybrid Wisdom’s patented, lab-refined technology has been used by General Motors, Unilever, Humana, and the US Department of State. Hybrid Wisdom is offering the system to enterprises as a new way to scalably and rapidly generate insights from their customers and employees. The company is also offering a prize for the most insightful new application of their system.

Innovation is critical for any enterprise to stay competitive and now companies are turning to social media to leverage the collective intelligence of their customers and employees. However, existing social innovation tools use list-based discussion interfaces which don’t scale well and can grow unmanageable for these enterprises. “Linear lists are often dominated by extreme postings that can oversimplify and overshadow the rich variety of viewpoints,” said Howard Rheingold, author of Smart Mobs.

Collaborative Discovery combines ideas from brainstorming, social media, and an unlikely source -- robotics -- into a new process that uses dynamic visualization and analytic algorithms to rapidly filter insightful solutions based on input from thousands of participants. “Robots have to be aware of space and geometry, and to rapidly filter vast amounts of complex data,” says Ken Goldberg, UC Berkeley professor and CTO of Hybrid Wisdom.

The Collaborative Discovery Engine eliminates lists and uses new visualization methods to instantly display where users and ideas stand based on the diversity of their opinions. “Collaborative Discovery has two key benefits over existing social innovation tools: scale and speed,” says David Wong, CEO of Hybrid Wisdom. “It scales to support thousands of participants without sacrificing speed in finding the best solutions.”



In January 2010, Hybrid Wisdom partnered with a leading Fortune 50 manufacturer to find insightful solutions into how they could improve their brand and reputation. The Collaborative Discovery Engine engaged 1,200 of their most valued customers. After a few weeks, the most valuable insights were reported back to the company, including users' desires around extending warranties to convey confidence in quality and stability. Both the company and the participants were extremely pleased. In a follow up survey, 95% of users indicated that they would be "Extremely Likely" to participate again.

Hybrid Wisdom is applying its technology to its own operations. A Collaborative Discovery Engine is now open to the public on their website inviting solutions to the question:

"What is a problem that Collaborative Discovery could help you solve and why?"

A \$1000 prize will be awarded to the most insightful solution. See how Collaborative Discovery works and submit ideas at [www.hybridwisdom.com](http://www.hybridwisdom.com).