

Ammas.com's Virtual Currency Enters Real World on Sify Mall

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Pune, Maharashtra, December 3, 2007 /[India PRwire](#)/ -- The virtual currency of Ammas.com, a leading Answers site in India, is now accepted on Sify Mall (Sifymall.com), enabling tens of thousands of users across Ammas.com's network of sites to buy real products with the currency they earn answering questions.

"As far as I'm aware, we're the first knowledge trading site to do this," says Rohit Bagad, Head of India Operations for Ammas.com Ltd. "The reason we can do this is because we've spent years making sure our system provides a true assessment of the value of answers given. Not based on quantity, or even popularity. But based on the quality of the answer."

Since 2001 Ammas.com Ltd has filed a series of patents on methods designed to allow the free and fair market trading of knowledge amongst Internet users. In 2005, in a conference in Silicon Valley, Ammas.com announced that it had "cracked the nut" of online knowledge trading, making Ammas.com (and its AskAgent™ technology), effectively, the first true eBay of knowledge trade.

"People thought we were crazy back then," says Bagad. "Our company has been saying we could do this since 1999. And this is just the beginning. We have a whole line of new applications and features rolling out for Internet and mobile users. We're powering forward into web 3.0."

Ammas.com says it's especially pleased to be partnering with Sify.

"We are delighted to be associated with Ammas.com, a leading answers site. The partnership with Ammas.com is in line with our efforts to be leaders in e-commerce providing users with products and services that offer more value and a great experience." Said S Rajaram, Head E-Commerce, Sify Technologies Ltd.

"Sify immediately understood the potential of what we were proposing," says Edward Chen, Chief Technical Officer of Ammas.com, "and moved quickly to implement it. They are a leading player in India with great ideas, and we look forward to releasing more exciting applications in partnership with Sify in the future."

Ammas.com's reward system, according to the company, is not part of its marketing or promotional budget. It's part of what it calls its "online economy."

"Good information is worth more than bad information," says Bagad. "We've got all kinds of mechanisms in place -- tested on tens of millions of users -- to identify good information. Once you can do that, once you can determine the fair value of a piece of information in a given market -- you create what is, in effect, a marketplace of knowledge, producing quality content to meet commercial demand."

Notes to Editor

Ammas.com is a world leader in developing quality answer systems, with a string of patent filings going back to 2001. Ammas 3.0 technology currently powers numerous web-based and mobile answer systems in India, with nearly 300,000 registered advisors and over 100 affiliate sites. Ammas is the only answer system online which offers a real currency reward to users based on the quality of the information they provide, as determined by fair, real-time peer review.

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