



NETWORKING TECHNOLOGY TO BE USED BY MAJOR WOMEN'S GROUP

San Francisco, CA, December 8, 2005 /PRWeb/ -- WITI (Women In Technology International) will use two relationship capital management products from COMMON.net to better enable their members to network with each other. WITI will incorporate a mobile application called MORCA™ into its face-to-face networking events and offer a co-branded online networking application to its members through its web site.

COMMON.net CEO Craig Callé said, "Our WITI relationship is a great illustration our ability to seamlessly connect people in both the online and offline worlds." WITI will introduce WITI Networking, powered by common.net, at its 11th Annual Silicon Valley Conference, December 8-9, in San Jose, CA.

"We are thrilled to supplement our rich offering to members with these new products," said David Leighton, WITI's President. "Our partnership with COMMON.net allows WITI and its membership base to stay ahead of the technology curve," he added.

MORCA™, the MOBILE Relationship Capital Application, helps people break-the-ice and build relationships by giving them a way to see just what they have in common with each other in face-to-face settings using a wide variety of Internet access devices. MORCA™ drills down to the foundation of a relationship in a spontaneous, discreet and comprehensive manner, without the use of open profiles that raises privacy issues such as fear of stalkers and identity theft. "Members can use MORCA™ to bond with one another instantaneously at WITI's large, annual conventions as well as at their numerous chapter meetings," said Callé.

Before an event, people go online to create their COMMON Ground: the list of people, places and things that are important to them. During the event, attendees access the Internet through wireless laptops placed on tables or their own handheld devices (Sidekick®, Blackberry®, data-enabled cell phones, etc.). People take a few seconds to "MORCA one another" to see just what they have in common with others simply by entering the other person's email address.

The networking application lets people turn their Rolodex® into a controlled-access intranet to share access to Contacts with their friends and other members of the broader community.

About COMMON.net. COMMON.net provides organizations with social networking tools that allow their members to network more effectively with one another.

About WITI. Since 1989, WITI is the premiere global trade professional association for tech-savvy women who acquire wealth, power and influence in the business marketplace. With a global network of smart, talented women and a market reach exceeding two million, WITI has established powerful strategic alliances and programs to provide connections, resources, and opportunities within a supportive environment of women committed to helping each other. WITI's mission is to empower women worldwide to achieve unimagined possibilities and transformations through technology, leadership and economic prosperity.

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