

## **eZdia Previews Pre Beta Launch**

*eZdia launched the Alpha release of its Knowledge Sharing platform today to selected group of users.*

June 27, 2009 (FPRC) -- Houston, Texas— June 27, 2009— eZdia® launched the Alpha release of its Knowledge Sharing platform today to selected group of users. The Alpha release is available only to the selected users at the website <http://www.ezdia.com>. The Beta release is planned to be launched in September, 2009. The exact date of the beta release will be announced later.

"The release of eZdia platform to selected users is a major step towards evaluating the feedback from the users. It will give us important user feedback in terms of what users want and what features are they excited about. We do not see any major architectural changes between now and the beta release. Instead, the intent is to refine and fine tune the user experience and the performance." said Amit Sharma, VP Business Development.

"The reason we came up with this idea is because, in the past, it has been frustrating for me to get live advice online as well as to get the work done from online freelancers effectively and efficiently. It is difficult to evaluate an expert's knowledge expertise from the limited information that the experts provide. I had the opportunity to see a preview of the Alpha release of eZdia and it provides a more coherent and efficient approach where a user can select the experts based upon the content in his knowledge bucket along with his rating, feedback and credentials.", said Vikas Shukla, Chief of Online Marketing.

The problem today on most of the sites is that the service providers get into a bidding war based on price and the quality and experience gets in the background. Although, the free market is definitely effective, verifying the credentials of the providers is also important in getting the quality work done. Interacting with individual service providers and evaluating them is impractical, time consuming and an inefficient process. eZdia with its patented algorithm which takes into account a combination of various factors including your rating, feedback, content in your knowledge bucket, referrals, and your profile, gives you a much better way and opportunity to evaluate potential experts." - added Vikas Shukla.

Small and medium scale companies have been looking for a quick, efficient and a cost effective way to get expert services available at the touch of a button. eZdia makes this a reality. eZdia has already signed up over 200 registered experts, who will be providing services through eZdia's Knowledge Platform.

The advantage eZdia has over other sites is the way it provides to view the "knowledge bucket" of experts, which in turn makes you the user, aware of the different areas in which the expert has the required expertise and offers experts' recommended and supported contents. This combined with rating system makes eZdia a powerful system which takes the best of the democracy and meritocracy.

About eZdia:

eZdia, a professional information exchange community is an endeavor to bring efficiency in the

information exchange between expert seekers and experts. It fosters a culture of collaboration and personalized information exchange in an efficient manner.

eZdia strives to create a Human Neural Network which will allow people around the globe to share and trade their thoughts, ideas and expertise in order to create a more efficient execution of business. This exchange of information and ideas through Internet, phone and other modes of communications will allow knowledge explorers to learn from experts and will allow them to execute their research and manage their businesses more efficiently.

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**Keywords**

[ezdia expert freelancing](#)

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