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People Are Generally Slightly Happy, Suggests New Data

Emotibles are the brainchild of husband-and-wife designer duo, Jon and Kate Hall. The Halls dreamed up their flagship product, Emotibles iPod earphone charms, as a way to snazz up those boring, white, everywhere-ad-nauseam iPod earbuds.

/24-7PressRelease/ - NEW YORK, NY, May 10, 2008 -- Emotibles.com, a popular online destination for self-expression, has been busy crunching numbers in an effort to track global mood trends in recent months. Based on user-generated content, the site's data suggest that the moods of people worldwide have tilted to "slightly positive" this month.

The Emotibles Web site, first known for its iPod earphone charms featuring "strangely expressive" emoticon-inspired faces, now offers visitors a truly fun and addictive way to express their moods by allowing them to create their own Emotibles faces. After customizing their own face shape, features and colors, users name their new Emotible and assign it a numeric "mood rating" to indicate just how positive or negative they are feeling. Once the face is created, it is added to a gallery of thousands of user-designed Emotibles ready to be downloaded as free chat icons or purchased as custom stickers.

"We have so much fun just browsing through the gallery and comparing favorites," says Kate Hall of herself and husband co-creator, Jonathan Hall.

The two found the Emotibles gallery so interesting that they decided to start charting the various moods and feelings expressed by site users through what they call the Global Emotibles Index, or GEI. This number, based on the numeric mood ratings assigned to each new Emotible, can fluctuate from -4 ("extremely negative") to +4 ("extremely positive") for any given month, depending on the expression of users. The GEI is posted monthly on Emotibles.com (<http://www.emotibles.com/data?chart=gei>) for the entertainment and edification of all.

So, what are the findings and what do they mean? The GEI for April was +1.01 (a little better than "slightly positive"), up from +0.74 in March. As for meaning, the Halls are hesitant to jump to any conclusions. "We'll leave that open to interpretation," Kate says. "After all, it could just mean that our users have as much fun on the site as we do, which improves their moods and skews the results."

About Emotibles

Emotibles are the brainchild of husband-and-wife designer duo, Jon and Kate Hall. The Halls dreamed up their flagship product, Emotibles iPod earphone charms, as a way to snazz up those boring, white, everywhere-ad-nauseam iPod earbuds. Emotibles have since taken on a life of their own, with customers and friends designing their own ever awesomer characters using the tools on Emotibles.com (<http://www.emotibles.com/create>). The mission of Emotibles.com is simple: to provide folks the means to be strangely expressive wherever they go, whatever they do. Coming soon: Emotibles Tees, Games and the Results of our "Playful" design contest

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