

Netvibes Universal Widget Platform Deploys OpenSocial Compatibility
With Open Social, Netvibes UWA, the leading universal widget standard, delivers the most efficient cross-platform widget development platform and largest collection of social widgets on the Web

Paris, France—December 9, 2008—Netvibes (www.netvibes.com), the leading widget and personalized startpage platform, today announced at Le Web '08 in Paris that it has added OpenSocial compatibility to Netvibes Universal Widget API (UWA), the leading universal widget standard. Now developers can rapidly create a new generation of smart, social widgets that can easily and securely tap into users' social networks and run on virtually all widget platforms and desktops. This move further expands Netvibes UWA standard to include cross-compatibility with all OpenSocial platform supporting the Google Gadget format, advancing its position as widget development platform of choice for thousands of the world's top brands, marketing agencies and developers.

“The true power of universal widgets lies in deploying applications across all platforms that can leverage the user's social graph wherever it goes.” said Freddy Mini, CEO Netvibes. “By combining Netvibes UWA's cross-platform compatibility with OpenSocial's many social networking partners, we're ushering in a new era of universal, social widgets that enable true platform independence and exponentially more powerful social applications.”

With OpenSocial, Netvibes Universal Widget API (UWA) enables developers to quickly build social widgets that can instantly leverage users' social networks and be deployed on virtually all widget, startpage and desktop platforms. Netvibes UWA makes it easier and faster than ever before for developers to deploy social widgets, since they only need to be built once, instead of multiple times for multiple platforms. In addition, with Netvibes' built-in Facebook Connect features, UWA-built widgets can also be instantly shared by users on Facebook activity feeds.

For more information and screencasts of the OpenSocial announcement, please visit: <http://blog.netvibes.com>. For developers, a sandbox where widgets can be tested and uploaded is available at: <http://opensocial.netvibes.com>

At Le Web '08, a social weather widget was showcased as one example of the many types of social applications that can now be built with Netvibes UWA and OpenSocial. This widget automatically detects which social network it is installed on, and can instantly display the local weather of the user's friends on that platform. This demo, along with screencasts of other new design features for the Netvibes.com startpage platform, is available at: <http://blog.netvibes.com>

These new features further establish Netvibes UWA as the leading universal widget standard on the Web. Since all iGoogle Gadgets are now fully compatible with Netvibes, users can now import tens of thousands of their favorite Google

Gadgets to their Netvibes startpages, in addition to the more than 175,000 universal widgets already found in the Netvibes Ecosystem (eco.netvibes.com)—the largest directory of universal widgets on the Web.

Netvibes UWA is the only universal widget standard that provides seamless integration with all of the UI design elements of the platform the widget is installed on. For example, iGoogle Gadgets imported into Netvibes retain all of their standard features and options, including the new Google Gadget canvas view. Also, Netvibes UWA widgets exported into Mac OS X Dashboard mimic the exact look and feel of Dashboard widgets, including a secondary “flip-side” for options. Moreover, all Netvibes UWA widgets follow the exact security and privacy standards for all the social platforms they are installed on.

“Cross-platform compatibility is absolutely critical for us,” said Jeff Whitehead, CEO Real Time Matrix, a new-media company that serves over 50 million ads per month through their suite of UWA widgets. “Netvibes UWA has enabled us to rapidly create and deploy widgets on many different platforms at once, saving us significant time and development costs. As a new-media company that offers widgets and social network applications as a service, extending the social graph into the actual module is a huge win for our customers.”

Netvibes’ award-winning widget technology continues to expand its widespread adoption by more than 1,000 leading brands and agencies, including Le Figaro, Ogilvy, New York Times, El Pais, Die Welt, ISole24Ore, CBS, News Corp, Sohu and CNET Asia. Netvibes offers the only widget distribution platform with guaranteed placement on Netvibes.com, the leading startpage with millions users in more than 115 countries and 75 languages, as well as the industry’s first custom branded widget startpage portal solution, Netvibes Universe. For more information, please visit: <http://business.netvibes.com>

###

About Netvibes (<http://business.netvibes.com>)

Founded in 2005, Netvibes pioneered the personalized startpage as alternative to traditional web portals. Today, Netvibes is a global community of users who are taking control of their digital lives by personalizing their web experience. Netvibes lets individuals assemble all in one place their favorite widgets, websites, blogs, email accounts, social networks, search engines, instant messengers, photos, videos, podcasts, and everything else they enjoy on the Web.

Netvibes helps the world’s top brands, marketing agencies and developers create cross-platform widgets, guarantee distribution and installation across a global audience of widget users on Netvibes.com, and deploy custom branded widget startpage portals within their own Web properties. Netvibes has offices in Paris, London and San Francisco.

Media contact:
Vincent Chang
415-806-1769
vincent@netvibes.com