

EXHIBIT 1

Google | Official Blog

Insights from Googlers into our products, technology, and the Google culture



Introducing the Google+ project: Real-life sharing, rethought for the web

Posted: Tuesday, June 28, 2011

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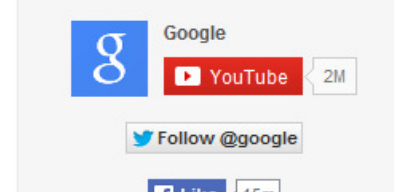
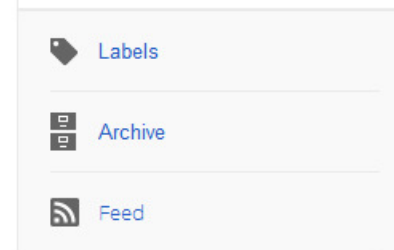
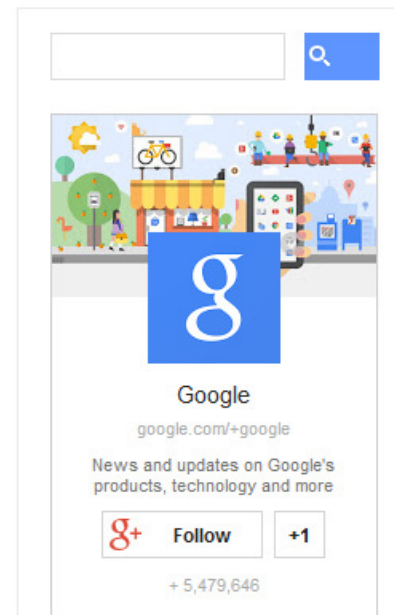
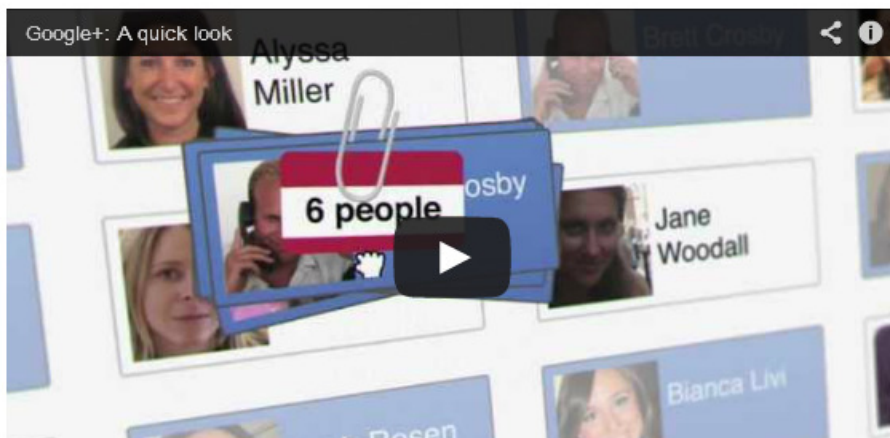
Update: For our international readers, this post is also available in [French](#), [German](#), [Italian](#), [Japanese](#), [Portuguese](#), [Russian](#) and [Spanish](#). - Ed.

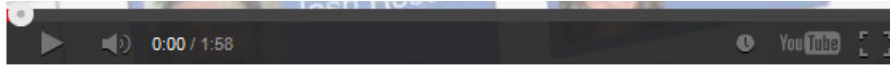
Among the most basic of human needs is the need to connect with others. With a smile, a laugh, a whisper or a cheer, we connect with others every single day.

Today, the connections between people increasingly happen online. Yet the subtlety and substance of real-world interactions are lost in the rigidity of our online tools.

In this basic, human way, online sharing is awkward. Even broken. And we aim to fix it.

We'd like to bring the nuance and richness of real-life sharing to software. We want to make Google better by including you, your relationships, and your interests. And so begins the Google+ project:





 1.6k

Give us feedback in our [Product Forums](#).

+Circles: share what matters, with the people who matter most

Not all relationships are created equal. So in life we share one thing with college buddies, another with parents, and almost nothing with our boss. The problem is that today's online services turn friendship into fast food—wrapping everyone in "friend" paper—and sharing really suffers:

- It's sloppy. We only want to connect with certain people at certain times, but online we hear from everyone all the time.
- It's scary. Every online conversation (with over 100 "friends") is a public performance, so we often share less because of stage fright.
- It's insensitive. We all define "friend" and "family" differently—in our own way, on our own terms—but we lose this nuance online.

In light of these shortcomings we asked ourselves, "What do people actually do?" And we didn't have to search far for the answer. People in fact share selectively all the time—with their circles.

From close family to foodies, we found that people already use real-life circles to express themselves, and to share with precisely the right folks. So we did the only thing that made sense: we brought Circles to software. Just make a circle, add your people, and share what's new—just like any other day:



 6.3k

+Sparks: strike up a conversation, about pretty much anything

Healthy obsessions inspire sharing, and we've all got one (or two, or three...). Maybe it's muscle cars, or comic

books, or fashion, but the attraction is always the same: it comes up in conversation, we immediately jump in, and we share back and forth with other fans. Often for hours. The trick is getting things started, and getting over that initial hump. Fortunately, the web is the ultimate icebreaker.

The web, of course, is filled with great content—from timely articles to vibrant photos to funny videos. And great content can lead to great conversations. We noticed, however, that it's still too hard to find and share the things we care about—not without lots of work, and lots of noise. So, we built an online sharing engine called Sparks.

Thanks to Google's web expertise, Sparks delivers a feed of highly contagious content from across the Internet. On any topic you want, in over 40 languages. Simply add your interests, and you'll always have something to watch, read and share—with just the right circle of friends:



 5.3k

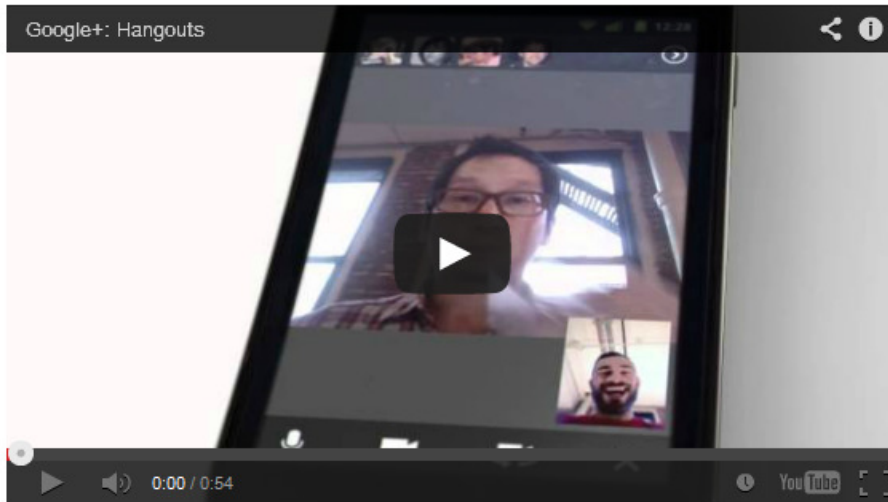
+Hangouts: stop by and say hello, face-to-face-to-face

Whether it's inside a pub or on a front porch, human beings have always enjoyed hanging out. And why not? It's how we unwind, recharge, and spend unscheduled time with old and new friends alike. Hanging out is deceptively simple though, and the nuance gets lost online.

Just think: when you walk into the pub or step onto your front porch, you're in fact signaling to everyone around, "Hey, I've got some time, so feel free to stop by." Further, it's this unspoken understanding that puts people at ease, and encourages conversation. But today's online communication tools (like instant messaging and video-calling) don't understand this subtlety:

- They're annoying, for starters. You can ping everyone that's "available," but you're bound to interrupt someone's plans.
- They're also really awkward. When someone doesn't respond, you don't know if they're just not there, or just not interested.

With Google+ we wanted to make on-screen gatherings fun, fluid and serendipitous, so we created Hangouts. By combining the casual meetup with live multi-person video, Hangouts lets you stop by when you're free, and spend time with your Circles. Face-to-face-to-face:



g+ 500

+Mobile: share what's around, right now, without any hassle

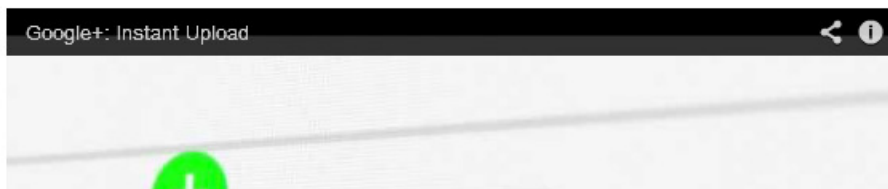
These days a phone is the perfect sharing accessory: it's always with you, it's always online, and it's how we stay close with our closest friends. We didn't want "just" a mobile experience, however, so with Google+ we focused on things (like GPS, cameras, and messaging) to make your pocket computer even more personal.

+Location, location, location

In life, the places we visit shape conversations in lots of meaningful ways. If we call John from the airport, he'll likely ask about our trip. Or if Jane texts from a nearby restaurant, we might join her for dessert. With Google+ you can add your location to every post. (Or not. It's always up to you.)

+Instant Upload

Getting photos off your phone is a huge pain, so most of us don't even bother. Of course pictures are meant to be shared, not stranded, so we created Instant Upload to help you never leave a photo behind. While you're snapping pictures, and with your permission, Google+ adds your photos to a private album in the cloud. This way they're always available across your devices—ready to share as you see fit.





g+1 3.7k

+Messenger

Coordinating with friends and family in real-time is really hard in real life. After all, everyone's on different schedules, in different places, and plans can change at any moment. Phone calls and text messages can work in a pinch, but they're not quite right for getting the gang together. So Google+ includes Messenger, a group messaging experience that lets everyone inside the circle know what's going on, right this second.



g+1 317

Starting today Google+ is available on [Android Market](#) and the mobile web, and it's coming soon to the App Store.

+You: putting you first, all across Google

That's the Google+ project so far: Circles, Sparks, Hangouts and mobile. *We're beginning in Field Trial, so you may find some rough edges, and the project is by invitation only.* But online sharing needs a serious re-think, so

it's time we got started. There's just one more thing—really the only thing: You.

You and over a billion others trust Google, and we don't take this lightly. In fact we've focused on the user for over a decade: [liberating data](#), working for an open Internet, and respecting people's freedom to [be who they want to be](#). We realize, however, that Google+ is a different kind of project, requiring a different kind of focus—on you. That's why we're giving you more ways to [stay private or go public](#); [more meaningful choices around your friends and your data](#); and more ways to let us know how we're doing. All across Google.


When your invite arrives we hope you'll [join the project](#). But it's entirely up to +You.

Update Sept 20: Made changes to reflect the new name for group messaging (Messenger).



Posted by Vic Gundotra, Senior Vice President, Engineering


Labels: [google+](#), [googleplus](#)

346 comments Google+



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Vic Gundotra via Google+ · 8 months ago · Shared publicly

Two years ago this evening I didn't sleep at all. Neither did so many of my good friends and colleagues on the Google+ team.

My how far we have come.


+1167  · Reply

View all 102 replies ▾



Amit Fulay · 8 months ago

what a milestone and it has been great to be part of the team..



Des Norman · 8 months ago

Keep up the excellent work guys. Thank you for such a quality, top notch service you and G+ ROCK!!!



Yonatan Zunger via Google+ 8 months ago - Shared publicly

Holy crap. It's actually been two years since we went live with Google+. So much has changed in that time -- we've gone from being a crazy idea to being one of the most exciting places on the Internet, with a thriving community sharing, communicating, posting, writing, hanging out.



Vic Gundotra originally shared this

Two years ago this evening I didn't sleep at all. Neither did so many of my good friends and colleagues on the Google+ team.

My how far we have come.

+152 - Reply

View all 42 replies ▾



Bill Stender 8 months ago

A very nice piece of work indeed, I've had lots of fun here. I wish my streams were logical again, the 'TV' feature is killing it for me:(



Jon Pincus 8 months ago

Congrats!



Salvatore Di Mari via Google+ 8 months ago (edited) - Shared publicly

Happy second Birthday +Google+!

#happybirthdaygoogleplus #googleplus #googlepluslove



Vic Gundotra originally shared this

Two years ago this evening I didn't sleep at all. Neither did so many of my good friends and colleagues on the Google+ team.

My how far we have come.

+7 - Reply



Zachary Blumenfeld via Google+ 2 years ago (edited) - Shared publicly

Interesting article via +Michael Cupp

+1  - Reply



Tubai Das via Google+ 1 year ago - Shared publicly
GOOD NIGHT

 - Reply



Andy Mesa via Google+ 2 years ago - Shared publicly
How to get started on Google+

+3  - Reply



Simon Hamer via Google+ 1 year ago - Shared publicly
Google+ is a year old on the 28th June, what are your thoughts on its first year ?






Harald Decker 8 months ago
G+ forever

+4 



Ken Sherman 4 months ago - Shared publicly
Look out Twitter! Look out Facebook!

 - Reply




Dhananjayan Venkataraman via Google+ 2 years ago - Shared publicly

+1  - Reply



Bolanile Olatunji via Google+ 1 year ago - Shared publicly
+Tokiwa Yumiko this should help you master Google+.

 - Reply



Rebecca Besbris via Google+ 2 years ago - Shared publicly
If you're here, you've probably seen the announcement. But, if you're like me, you blew off the videns to click the manic **accept invitation** button. Go back and watch the videns :)

the video to click the magic accept invitation button. Go back and watch the video :)

+1 - Reply

View all 5 replies ▾



Pam Winterbauer 2 years ago

So is this public info now? » Inside Google+ — How the Search Giant Plans to Go Social www.wired.com Today, Google, the world's largest search company, is formally making its pitch to become a major force in social networking. The product it's announcing is called Google +, and observers might wonder whether it's simply one



Rebecca Besbris 2 years ago

Absolutely! It's a great article about the history of what's gone on behind the scenes to make this happen.



Ken Sherman 4 months ago - Shared publicly

Google+ is just a couple of years old and has made some serious waves. We are just getting started!

+1 - Reply



Keith McMean via Google+ 8 months ago - Shared publicly



ENGAGEMENT Marketing originally shared this
Hey, we are all on the *thinking man's platform* agreed!
We just love it.

+1 - Reply



Marvin Chow via Google+ 8 months ago - Shared publicly

Can't believe it's been 2 years. Happy Birthday Google+



Vic Gundotra originally shared this
Two years ago this evening I didn't sleep at all. Neither did so many of my good friends and colleagues on the Google+ team.

My how far we have come.

+31 +1 - Reply



Cristiane Koehler via Google+ 1 year ago - Shared publicly

+1



Ana Huante 8 months ago (edited) - Shared publicly

Introducing the Google+ project real-life sharing rethought for the web .

"

You and over a billion others trust Google, and we don't take this lightly. In fact we've focused on the user for over a decade: liberating data, working for an open Internet, and

+2 +1 - Reply



Дамир Калимуллин via Google+ 1 year ago - Shared publicly

+1 - Reply



John Holme via Google+ 8 months ago - Shared publicly

Happy birthday Google+!

Two years ago, on this day I got an email from **+Natalie Villalobos**

Saying *The Google+ project begins with +You.*

I took the leap, and never looked back!



Vic Gundotra originally shared this

Two years ago this evening I didn't sleep at all. Neither did so many of my good friends and colleagues on the Google+ team.

My how far we have come.

+28 +1 - Reply

View all 3 replies ▾



Roger Høyem 8 months ago +3

Oh yes, we believe **+Natalie Villalobos** ;-) Happy birthday, and I am looking forward to another exciting year with **+Google+** . Any hints on what's to come ?



Natalie Villalobos 8 months ago +1

+Roger Høyem ;)



Barb David via Google+ 2 years ago - Shared publicly

And here is some more great info to introduce you to the fantabulous G+!



Rebecca Besbris originally shared this

If you're here, you've probably seen the announcement. But, if you're like me, you blew off the videos to click the magic **accept invitation** button. Go back and watch the videos :)

+1  - Reply

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