

From: Dan Peterson <dpeterson@google.com> on behalf of Dan Peterson
Sent: Tuesday, July 15, 2008 6:55 AM
To: opensocial-advocates; makamaka-discuss; makamaka-pr
Subject: [Makamaka-discuss] PCMag: Lycos Publishing Tool Includes OpenSocial Support

<http://www.pcmag.com/article2/0,2817,2325591,00.asp>

To highlight a section:

Lycos examined open-source options for about six months before deciding on OpenSocial.

"We picked OpenSocial because it was the most open standard with the most weight behind it to create this type of container," Kosak said. "Facebook is really leading the world right now as far as the applications themselves, but as far as containers, the things that the social gadgets get into, OpenSocial is really king of the hill."

"OpenSocial is a great group," he said. "There are no closed-door boardroom meetings where people are making decisions. The whole discussion is live and public."

Lycos Publishing Tool Includes OpenSocial Support

07.15.08



Total posts: 1

by [Chloe Albanesius](#)

Remember Angelfire? Tripod? Perhaps you used the Web site hosting services back in the day to craft a virtual homage to N'Sync, a single webpage for your business, or just a place to jot down your thoughts in a world before blogs.

Lycos, the company behind those two services, is launching an updated Web publishing platform that will include support for Google's OpenSocial.

The offering, dubbed Webon, has been in a "quiet beta" for several months, but is now available to the general public at webon.com, said Don Kosak, Lycos' chief technology officer.

Users will be able to produce up to six Web sites for free, which will accept up to 300 photos, Kosak said. There is also the option to upgrade to a premium account for \$8.95 a month, which will allow for increased storage space, though Lycos did not specify exactly how much.

Next month, Webon will also add its own video hosting capability. Free accounts will be able to add up to three, three-minute videos, while premium account holders will be able to add "dozens of videos" for lengths of up to 10 or 20 minutes, Kosak said.

There is also the option of adding embedded videos from sites like YouTube, but "if you're doing that, you're suffering through the watermarks and advertisements and related videos," Kosak argued.

2:11-cv-512 (RAJ)

**PLAINTIFF'S
EXHIBIT
408**

Lycos is targeting those users who have always wanted to create a Web site, but do not have a strong background in coding.

"Most people don't know HTML and most people don't have a strong desire to learn HTML," Kosak said. "What we wanted people to be able to do is click the add-ons button, be presented with a pallet at the side of your screen, search and drag right onto you page. You're literally typing right on your Web page."

Available add-ons include calendar, blog tools, widget from other sites, and RSS, he said.

Lycos examined open-source options for about six months before deciding on OpenSocial.

"We picked OpenSocial because it was the most open standard with the most weight behind it to create this type of container," Kosak said. "Facebook is really leading the world right now as far as the applications themselves, but as far as containers, the things that the social gadgets get into, OpenSocial is really king of the hill."

"OpenSocial is a great group," he said. "There are no closed-door boardroom meetings where people are making decisions. The whole discussion is live and public."

Webon will be powered by the software from a 2004 Lycos social networking endeavor known as Lycos Circles, Kosak said. Lycos Circles shut down in 2005, but "the engine that we built up is the engine that powers Webon," as well as other Lycos offerings like Gamesville and Cinema Chat, he said.

Webon will support Internet Explorer and Firefox, and Lycos is working to also add support for Safari once the "quirks" from its latest release are addressed, Kosak said.