

Widgets everywhere - Pageflakes lets users export "flakes" to other web pages

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Press release from: [Pageflakes](#)

Agency: **Pageflakes Ltd.**

San Francisco, California – January 18 – Pageflakes, a leading player in the rapidly growing personal startpages market, today announced the launch of its “flakes to take-away” initiative. Users can now take any flake from their personal startpage and add it to their blog or web site. Whether a user wants to add a little calendar badge to his or her blog, enrich a web site with videos from YouTube or add a message board to an intranet site - the possibilities are endless.

Pageflakes offers a personalized startpage that allows users to use dozens of little applications – also known as “widgets” or “flakes”, as the company calls them – on their personal page at www.pageflakes.com. The new feature now allows users to port these flakes to any other site just by copying and pasting a little HTML snippet, allowing them to enrich their blogs and web sites with a huge variety of free content.

Hooman Radfar, expert of the widget space and founder of ClearSpring Technologies, tried the new service by adding a TV Series Flake to the sidebar of his blog at www.widgify.com and stated: “Undoubtedly, this capability will become the norm as this space matures. Although this was pinned as just another feature release, the move should not be taken lightly. It has massive implications for the future of content aggregation platforms. Data and services are not meant to be bound to a single destination - they are meant to be free.”

Pageflakes is a leading player in the rapidly-growing personalized start page space. At www.pageflakes.com, the company provides a convenient one-stop access-point to a user's favourite internet applications and content such as Blogs, news feeds, bookmarks, calendars, Flickr photos and numerous other web services and applications. Since its beta launch in February 2006, Pageflakes has been adding new features at record speed. One of the latest innovations of the Benchmark-funded is the ability to share pages with friends or publish them for anyone to see.

For more information, please contact:

Ole Brandenburg

Pageflakes Ltd.

Phone: +1 415 2547744

Skype: occi2005

Email: ole@pageflakes.com

[You can find this press release here](#)