

XING joins first wave of OpenSocial API launch

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Press release from: [XING AG](#)

Google launches OpenSocial APIs for building social applications on the Web

- XING to reap rewards of standard infrastructure and vast distribution network
- Members to benefit directly from faster innovation for new social features

SAN FRANCISCO, U.S. and HAMBURG, GERMANY – November 2, 2007 – XING (ISIN: DE000XNG8888) the international business networking platform (www.xing.com), today announced that it will be supporting the new OpenSocial APIs developed by Google. OpenSocial is a set of common APIs for building social applications across the web aimed at developers of social applications and at websites that want to add social features. XING is amongst the first group of companies involved in this initiative, including: MySpace, Ning, Orkut, Hi5 und Plaxo.

“OpenSocial will benefit XING members by giving them access to more social applications and more features on the XING platform. Members will now be able to choose from a pool of new business applications, from connections to CRM systems, to project management tools and to-do lists. This common set of APIs also complements our development work on the XING API and keeps us at the forefront of innovation in social media,” commented Lars Hinrichs, Founder and CEO of XING.

The proliferation of unique APIs across dozens of social websites has meant that developers have been forced up until now to choose which ones to write applications for. The single set of APIs made available to developers with OpenSocial will now enable them to access a vast distribution network around the world – which also includes XING AG’s 4 million members.

XING was one of the first social media sites to announce the availability of its open API. Its involvement in the first phase of the OpenSocial launch will now allow developers around the world to access XING’s API through OpenSocial, providing XING with access to a vast array of development talent. Based on HTML and JavaScript, the standard OpenSocial APIs give developers access to the data needed to build social applications in accordance with XING’s data protection policy.

Daniela Hinrichs
VP Corporate Communications
Gaensemarkt 43
20354 Hamburg
Germany
Tel. +49 40 419131-19
Fax +49 40 419131-11
press@xing.com

About XING:

XING makes your professional network an active part of your life. Far more than a directory of business contacts, XING enables its members to discover professional people, opportunities and privileges through its unique discovery capability and advanced contact management tools.

With the successful IPO of XING as the first Web 2.0 company to go public, XING AG has had a long-term impact on the social networking trend amongst professionals. By focusing on the target group 'business people worldwide', the company is able to offer tailored features, thereby making networking and contact management simpler. Besides Headquarters in Hamburg, XING AG is also represented with offices in Barcelona (eConozco, Neurona) and Beijing.

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