

Google buys Israeli widget maker

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People are seen at Google headquarters in Mountain View, California, January 2010. Google has bought an Israeli company that develops mini-programs for the Web known as widgets, the latest in a string of acquisitions by the Internet search and advertising giant.

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The Mountain View, California-based Google announced the purchase of LabPixies in a blog post. Terms of the transaction were not disclosed.

LabPixies already makes widgets for iGoogle, Google's personalized homepage service.

"We decided that we could do more if we were part of the same team, and as such, we're thrilled to announce the acquisition of Labpixies,"

Don Loeb, a member of the iGoogle team said.

"The team will be based in our ever-growing Tel Aviv office and will anchor our iGoogle efforts across Europe, the Middle East, and Africa," Loeb said.

"We are looking forward to working with Labpixies to develop great Web apps and leverage their knowledge and expertise to help developers and improve the ecosystem overall," he said.

Besides iGoogle, LabPixies has also developed widgets for Google's [Android](#) mobile phone operating system and the [iPhone](#).

Widgets developed by LabPixies include calendars, news feeds, to-do lists and games.

Google has been on a buying spree for the past few months, snapping up a number of small startups including DocVerse, Picnik, Aardvark and Plink.

Chief executive [Eric Schmidt](#) said in a conference call with analysts in January that [Google](#) planned to acquire about one company a month this year.

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