

Google buys social networking application maker Slide

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The Google logo is seen on August 4 in Paris. Google on Friday announced that it has bought hot online networking application maker Slide as part of a drive to "make Google services socially aware."

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Slide is the San Francisco-based startup behind playful or practical [applications](#) such as SuperPoke and FunSpace that have become hits on Facebook and other [social-networking](#) websites.

"This is a really exciting day for me and my team, but this also marks an exciting development for the social Web," Slide founder Max Levchin said in a message posted on the home page of the firm's website.

"This is a tremendous opportunity for the two companies to come together and change the way people socialize on the Web."

Levchin, a co-founder of PayPal online [financial transactions](#) service, launched Slide in 2005.

"As the Slide team joins Google, we'll be investing even more to make Google services socially aware and expand these capabilities for our users across the web," [Google](#) engineering director David Glazer said in a blog post.

"We're working to develop open, transparent and interesting (and fun!) ways to allow our users to take full advantage of how technology can bring them closer to friends and family and provide useful information just for them."

Financial terms of the deal were not disclosed.

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