

# Facebook buys fitness app Moves

April 24 2014

---



Apps are arranged on the display of a smartphone in Berlin, Germany on February 20, 2014

Facebook has bought the fitness app Moves, which helps users monitor daily physical activity and their calorie counts on a smartphone.

The two-year-old Finnish startup ProtoGeo, which developed the app, said Thursday it had been acquired by the US social networking giant, and that key members of its team would be moving to the Facebook

headquarters in Menlo Park, California.

Both companies said Moves would continue as a standalone application, rather than be integrated into the Facebook framework.

Moves assured users that "there are no plans to change that or commingle data with Facebook."

"The Moves team has built an incredible tool for the millions of people who want to better understand their daily fitness activity, and we're looking forward to the [app](#) continuing to gain momentum," Facebook said in a statement.

Facebook executives told analysts in a conference call Wednesday that they were focused on building up their "ecosystem" of apps as a way to bring more [users](#) to the company and, eventually, find more avenues for revenue via advertising or other means.

The company made two large acquisitions earlier this year, spending \$19 billion for the instant messaging service WhatsApp and \$2 billion for a [virtual reality](#) company, Oculus.

No financial details of the Moves deal were given.

© 2014 AFP

Citation: Facebook buys fitness app Moves (2014, April 24) retrieved 26 April 2024 from <https://phys.org/news/2014-04-facebook-app.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.