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sobees – my social desktop aggregator – announces beta release, launch at DEMO

After a successful preview, sobees is launching the beta of the most powerful social desktop aggregator at DEMO 09

Palm Desert, California and Lausanne, Switzerland, March 2nd, 2009 – sobees is launching today the most powerful social desktop aggregator.

How many times in a given week, day or hour, do we switch to a browser to check Twitter or Facebook? How much copy pasting do we do to share interesting items with friends using mail or social networking sites?

sobees is the perfect desktop companion for online social networks. sobees offers an easy unified user experience to get, organize and share information from the likes of Twitter, Facebook, Friendfeed, Digg, Flickr and Youtube directly on the desktop.

sobees integrates with a large number of Internet services. sobees automatically pulls information from friends on different social networks together with news, photos, videos, and other data from the Web.

sobees offers a great level of flexibility to organize the information in a friendly and intuitive interface that allows customization and better control of content. sobees is an integrated application and all services are aggregated in a similar way in configurable modules. sobees modules can be customized and personalized to fit specific topics, brands or content providers such as sports, hobbies, news...

sobees allows us to seamlessly share any item pulled from the Web with any social network we connect to. Personal photos can be uploaded to Flickr and Facebook in one go. sobees unifies status publishing for all our social networks.

Last month, 25% of all tweets were posted from desktop applications. With the growing importance of status and activity streams in other social networks, we expect desktop applications, like sobees, which connects to these networks, to gain substantial market share in the near future.

sobees combines the best of the Web on the desktop and as such is fully in line with the Software + Services paradigm – the application runs locally and all services are located in the cloud.

sobees runs on Windows 7, Vista and XP.

List of services available in the beta today:

- Facebook (friends, status, status updates, photos, photo uploader)
- Twitter with URL shortener
- Twitter search
- Friendfeed
- YouTube
- Flickr
- News
- RSS feeds
- Movie releases, Netflix movie search
- Web search, picture search and news search (Windows Live and Yahoo BOSS)

About sobees

sobees Ltd. (a deskNET SA company) was created in 2007 as a Swiss registered company by François Bochatay and Vincent Rithner.

sobees is supported by the Swiss Federal Innovation Promotion Agency, the Foundation for Technical Innovation (FIT) and Economic Promotion Department of the Canton of Vaud in Switzerland. sobees is part of Microsoft BizSpark start-up program.

For more information on sobees, go to sobees.com and sobees.com/press.

The image shows a screenshot of the sobees desktop application interface. The interface is designed to be a central hub for social media and content. It features several main sections: 'Videos' with thumbnails for 'WALL-E Movie Trailer Teaser', 'Walle trailer', and 'Pixar Walle Easter Egg'; 'Movie' with a 'WALL-E' entry; 'Photos' with thumbnails of WALL-E; 'Facebook' with a status update from 'Esta'; 'Twitter' with a tweet from 'shanselman'; 'News' with a search bar; and 'My friends' with a list of names. A 'Web Search' bar is at the top right. The interface is overlaid with several blue callout boxes with white text:

- Easily add content** (top left)
- Upload photos to Facebook and Flickr** (top center)
- Search the web and share results** (top right)
- You have a special interest? Get relevant news, photos, videos, Twitter messages** (middle left)
- Get your friends' status and update your status on Twitter, Facebook, Friendfeed** (middle center)
- Share anything with your friends and communities** (middle right)
- All from the comfort of the desktop** (bottom center)

The Windows taskbar is visible at the bottom, showing the Start button, several application icons, and the system tray with the time 15:44 and date 19.02.2009.