

# Developer Partner Case Study: Slide Application



**Slide Develops Photo and Video Applications that Enable Maximum Personal Expression for Facebook Users**

## The Company

Slide is the largest personal media network in the world. The service helps people express themselves and tell emotionally engaging stories through personalized photos and videos created on Slide.com and viewed anywhere on the web or desktop.

## The Application

Slide Shows, Slide Guestbook and Slide SkinFlix.

### Slide Application

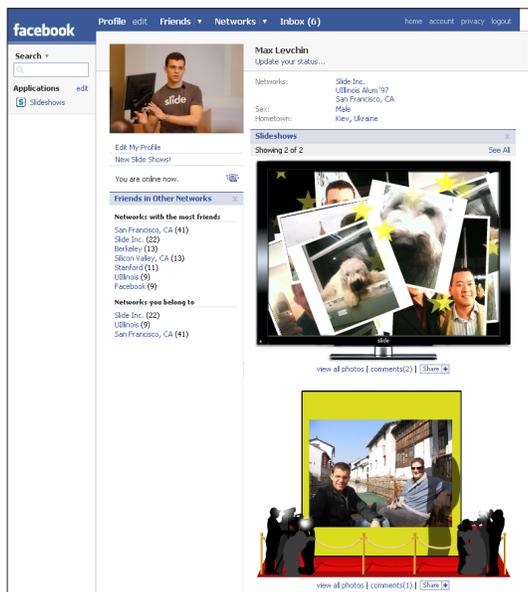
Slide has several applications that are already used by tens of millions of people all over the world. These include Slide Shows for publishing and viewing personal photo slideshows; Slide SkinFlix for personalizing video clips with skins and themes; and Slide Guestbook, an application for friends to contribute their own photos, videos and more.

Slide tailored these applications for Facebook so that users can express themselves more fully. The new applications make profiles stand out with an extra layer of customization. For instance, users can easily personalize their photos and videos using thousands of different combinations of styles, themes, skins and bling.

“We’ve taken our applications and ported them specifically to Facebook Platform,” Levchin says. “We’ve optimized them for the Facebook brand and experience, which is very unique.”

“Self expression— and voyeurism— is fundamental to every human being. Slide enables self expression; we believe that our applications will be very popular with Facebook users.”

—Max Levchin, CEO, Slide



Screen capture of Slide Application

## Facebook Developer Resources

The developers at Slide are all avid users of Facebook. Because they're familiar with the site, they were able to make their applications consistent with the look and feel that Facebook users are comfortable with.

"The environment that the Facebook Platform team built in terms of documentation, test console and community also helped tremendously," Levchin says. "The Facebook team is smart, helpful and easy to work with, which made the entire process smooth and enjoyable."

## For the Users

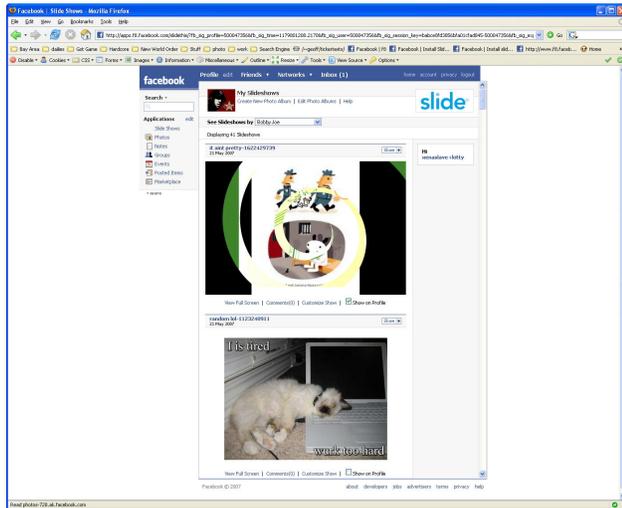
Slide offers the Facebook community useful applications that enhance the overall experience on the site. It lets users share their favorite photos and videos with friends and family in new and exciting ways.

For example, instead of simply writing "happy birthday" in a friend's comments box, you can place in a Slide Show that includes pictures of the two of you when you were kids, personalized with, say, falling snowflakes because your friend happens to be an avid skier.

"Slide applications offer a fun, interactive and very personal way for Facebook users to connect with friends," says Levchin. "It's about self-expression, not just with words, but with rich media that convey a whole additional dimension of thought and expression."

## Why Slide Built on Facebook Platform

The partnership gives Slide the ability to introduce its applications to Facebook's more than 24 million users. "That's a huge draw," Levchin says.



Screen capture of Slide Application