



**myAOL Personalization Suite
myPage, Mynet, Favorites**

**Frank Gruber
myAOL Product Manager
Widget Summit
October 15, 2007**

A little myAOL™ History

- AOL has offered a personalized homepage product for AOL members in some form for at least 10 years
- In 2005, AOL turned the typical homepage into a FREE simple RSS feed reader product
- Last year, at the Widget Live! Conference AOL was in the process of beginning to build the new myAOL
- Mid-July the NEW myAOL launched
- October myAOL co-branded HP beta experience launching in UK, Canada & US
- Rolling myAOL out in 25 countries by the end of 2008



myAOL™ Personalization Suite

The myAOL product suite (my.aol.com) is a convergence of more mainstream (yet fun and useful) personalization features, savvy feed reading tools and innovative content discovery – all layered on a portable, personalization platform and ultimately coupled with social networking components.

- **myPage**

- Fast, customizable, inward-facing (private) product that will provide users with a single interface for quick access to their favorite web services, preferred content and buddy network.

- **Mgnet™**

- Content recommendation service with multiple inputs (passive and active); differentiated design focused around innovative “image cloud” of interests.

- **Favorites**

- A feed reader that promotes reading, sharing (‘Mix & Share’ favorite places on the web) and managing a user’s personal, portable, list of feeds and bookmarks.

myAOL™ Demo Video

myAOL™

What Will You Make of It?



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Mgnet **Web** Images Video News Local^{BETA} More ▾

Enhanced by Google

Search

myPage

Mgnet

Favorites

+ Add Page

+ Add Content

Close X

Create your page in two easy steps.

Make this your home on the Web!
Drag and drop title bars to rearrange the furniture.

Get Started

Already have a myAOL page?
[Sign In](#)

AOL Directory Links

- AIM
- Autos
- Finance
- Food
- Games
- Health & Diet
- Horoscopes
- Jobs
- Local
- MapQuest
- Movies
- Music
- News
- People
- Real Estate
- Shopping
- Small Biz
- Sports
- Television
- Travel
- Yellow Pages

[More From AOL](#)

Right Now on AOL

In Marketplace



**Muscle Mania
Already Over?**
Mustang's Strong, but Challenger,
Camaro Are Unproven: New Vroom

Ford | Chrysler

Cheapest New Cars
Seven Hot Rides for First-Time Buyers

It's a Wild, Wild World
· The 'Most Humane' Mousetrapp
· Avoid These Fortune Cookies

AOL Mail



In order to access your AOL Mail, you
must sign in first, or [sign up](#) if you do not
have an AOL screen name.

Sign In

AOL Public Galleries

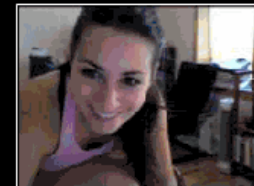
myaol's pictures



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I am a: Seeking: Near Zip:

M

W

SEARCH FREE

Weather

Mountain View, CA

FRI	SAT	SUN	MON	TUE
65° F 52° F	69° F 51° F	70° F 51° F	66° F 52° F	63° F 50° F

[Go to Full Weather Forecast](#)

AOL Video Search



Hello, [Sign In](#)
New to myAOL? [Sign Up](#)

Mgnet **Web** Images Video News Local^{BETA} More ▾ *Enhanced by Google*

Search

myPage

Mgnet

Favorites

+ Add Page

▾ Minimize

Looking for more? Check out the [entire collection](#).

Quickly add some of our featured items:

News

- Local News
- National Headlines
- Right Now on AOL
- USATODAY Offbeat News
- Top Sports News
- ESPN News

Tools

- AOL Mail
- Calendar
- Stock Watch
- Add Any Feed
- Weather

Entertainment

- Top News
- People.com
- Video Search
- iTunes Top 10
- YouTube
- TMZ

Fun Stuff

- Horoscopes
- Public Gallery Pictures
- Picture of the Day
- Quote of the Day
- Word of the Day
- eBay Search

Add to Page

More Options:

[See Everything](#).
Discover all of the cool stuff myAOL has for you to add to your page.

Add a Ready-Made Page

Try out a page that's ready to go, with categories like:

- Celebrity News
- Technology
- Photo & Video

▼ AOL Directory Links

- AIM
- Autos
- Finance
- Food
- Games
- Health & Diet
- Horoscopes
- Jobs
- Local
- MapQuest
- Movies
- Music
- News
- People
- Real Estate
- Shopping
- Small Biz
- Sports
- Television
- Travel
- Yellow Pages

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▼ Right Now on AOL

In Lifestyle



'Good' Things Can Turn Deadly
Vitamin Overload Ups Cancer Risk,
Too Much Fish Is Toxic: 10 Warnings

▼ AOL Mail



In order to access your AOL Mail, you must sign in first, or [sign up](#) if you do not have an AOL screen name.

Sign In

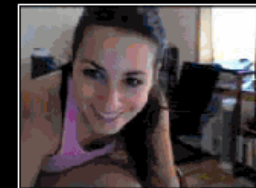
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myaol's pictures



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I am a: Seeking: Near Zip:

M ▾

W ▾

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Mountain View, CA

FRI



SAT



SUN



MON



TUE



- Minimize

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● News

Stay updated around the clock with news from top sources like AOL News, USATODAY, CNN and more.

● Video

Discover the most talked about video clips from AOL Video, YouTube, This Just In and other cool sites on the Web.

● Celebrity

Keep up with the beautiful people with updates and pics from TMZ, Gawker, People and many others.

● Photo

View fantastic and eye-popping images from around the world and beyond from a wide variety of great photo sources.

● Technology

Be the first to know what TechCrunch, Engadget and other leading-edge sources are saying about today's tech world.

● Favorites

Experience a feed reader and bookmarking site that enables you to keep all your faves in one place and one click away.

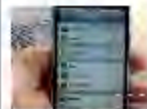
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Engadget

options

[Is this Orange's French iPhone?](#)

Mon Sep 17 2007

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[SpiralFrog's "free" music download](#)

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[iPods unblocked from syncing with](#)

Mon Sep 17 2007

Filed under: Portable Audio, Portable VideoAs we recently reported, the

Wired Top Stories

options

Volkswagen 'Nazi' Subpoena Points Up Social-Networking Privacy Policies

SpiralFrog Startup Takes on iTunes With Free, Ad-Supported Service

Slideshow: Fog Screens, Androids and Twirling Viscous Metal at Wired NextFest

Sept. 17, 1976: Prototype Enterprise Rollout Launches Shuttle Era

Sailboat Blogger Vies for Seaside Broadband

Somewhat Frank

options

[TechCrunch40 Is Here, Follow It](#)

Mon Sep 17 2007

TechCrunch40, the 2007 TechCrunch launching pad conference, is upon us

[Viacom Flux, Cheap Facebook App](#)

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myAOL™ – Widgets

Somewhat Frank options

 **You Be The VC: Could Get You Funding**
 Mon Oct 15 2007
 Are you a startup looking for funding? A couple of week ago YouBeTheVC.com...

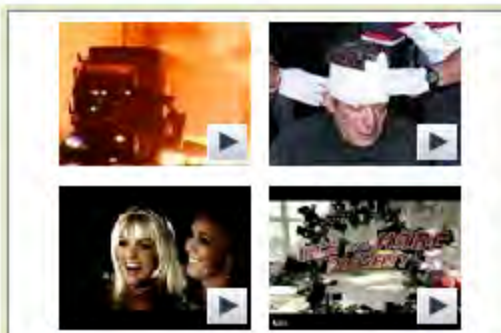
 **LinkedIn Platform Closed, Google Buys**
 Mon Oct 15 2007
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 **Techmeme Leaderboard Ignites**
 Sat Oct 13 2007

AOL Clock [X]

12 35
 Local Time


AOL Video Search [X]





1 2 3 4 5


AOL Video

eBay options [X]

right now on 

 **Sony HVL-F32X Digital Still Camera**
 Flash Advanced Shoe
 Current bid price : \$134.49

 **Kodak Easy Share DX 4300 Digital Camera With software!**
 Current bid price : \$65.0

 **2.4" TFT MP4 MP3 media player**
 Digital Camera 1GB 1 GB p
 Current bid price : \$19.99

Previous 1 2 3 4 5 6 7 8 9 Next
 Page 1 of 34

Weather options [X]

Arlington, VA

SUN	MON	TUE	WED	THU
				
N/R° F 50° F	75° F 55° F	78° F 60° F	80° F 62° F	82° F 65° F

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Search the gallery:

Search

myAOL Module Gallery > **Featured**

Categories

Featured

Popular

Recently Added

Tools

News

Sports

Entertainment

Business & Finance

Science & Technology

Health & Lifestyle

Travel & Autos

Photo & Video

Fun Stuff

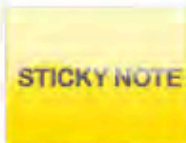
Español

yourminis

Google Gadgets

Everything

 Add a Feed [What's this?](#)



STICKY NOTE

Sticky Notes

+ myPage



AOL mail

AOL Mail

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Public Galleries

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Horoscope

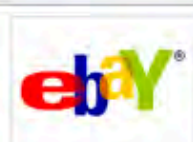
+ myPage



topix

Local News

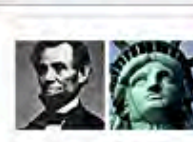
+ myPage



ebay

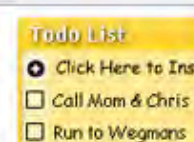
eBay

+ myPage



This Day In History

+ myPage



Todo List

- Click Here to Insp
- Call Mom & Chris
- Run to Wegmans

AOL To Do List

+ myPage



You Tube
Broadcast Yourself™

YouTube: Recently
Featured

+ myPage



The New York Times

NYT: Most Emailed

+ myPage



AOL Clock

+ myPage



AOL money & finance

Stock Watch

+ myPage

myAOL™ Widget Description

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AOL Pop 3 Mail

A yourminis widget

Author: AOL

Homepage: <http://my.aol.com>

E-mail: myAOL@aol.com



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myPage

Date Uploaded: 10/8/07

Last Updated: 10/11/07

Number of Users: 90

myAOL™ Mgnnet™ Application

Mgnnet (pronounced “Magnet”) is a content recommendation application and supporting personalization infrastructure. Both projects will contribute to a broader effort to create highly relevant, personalized web applications and experiences.

- **Key experience elements:**
 - Image Cloud
 - Recommendations
 - User Feedback (thumbs up/down)
 - Passive and active personalization

myAOL™ Mgnnet™ Application



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Mgnnet

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Step 1: Click On Pics That Interest You

Mgnnet will find content from around the web and deliver it to you automatically :)

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myAOL™ Mgnnet™ Application



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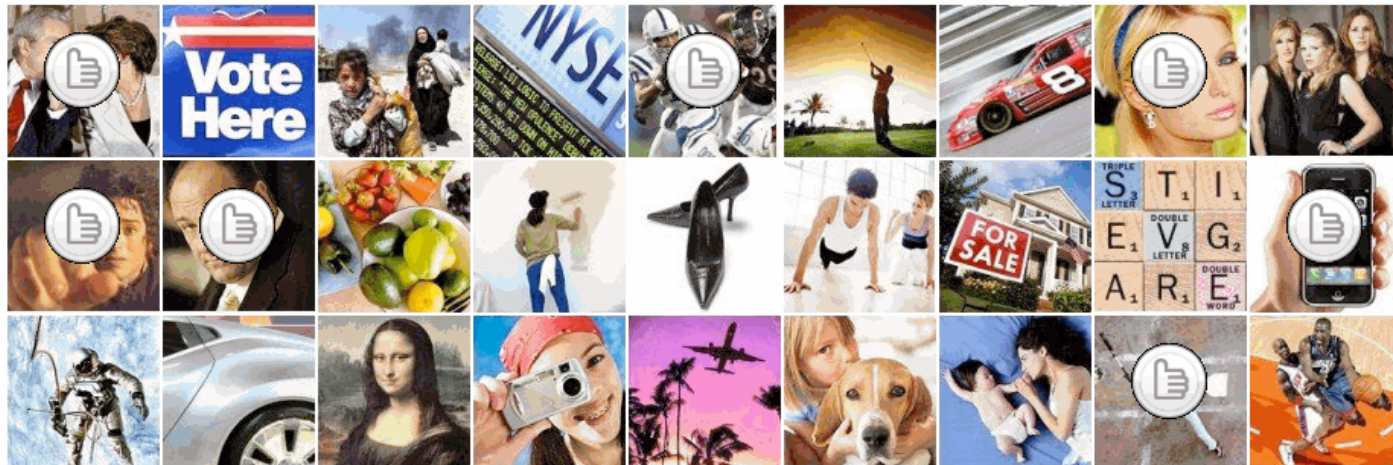


Step 2: After You've Made Your Picks Click "Next"

Your Picks: [Baseball](#), [Politics](#), [TV](#), [Movies](#), [Gadgets](#), [Celebrities](#), [Football](#)

Next

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myAOL™ Mgnnet™ Application

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RECOMMENDATIONS



WHAT'S HOT



What Else Ya Got?

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STILL NEED HELP?

Recommendations

7 hours, 30 mins ago



Checking Up On The New ACC Coaches

Filed under: Boston College Football, Miami Football, NC State Football, UNC Football, ACC, BCSFour...

Bill Maloney 9 hours, 2 mins ago



Apple gains huge marketshare. Earnings blowout?

Apple is expected to announce earnings in 10 days, and the forecasts are looking better than ever. ...

drawbob <bobw@looprumors.com> 9 hours, 31 mins ago



Notre Dame Newspaper Pleads for Students to Not Storm Field

Filed under: Boston College Football, Notre Dame Football, ACC, NCAA FB Campus, NCAA FB FansIts art...

Brian Stouffer 9 hours, 50 mins ago



The Prelude, Week 6: Patriots Versus Cowboys in a Single Sentence

Filed under: NFL FansMatt Ufford is the editor of With Leather and a co-founder of Kissing Suzy Kol...

Matt Ufford 10 hours, 40 mins ago



Rumor: iPhone 2 for MacWorld 2008?

People just can't get enough iPhone rumors. Here's the most recent one: according to sm...

14 hours, 52 mins ago



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TimeSharesOnline.us

Florida Time Share

Florida Time Share dealsFind Florida
Time Share
DealCaptain.com

myAOL™ Favorites

Favorites offers users the ability to save all of their ‘favorite places on the web’ in one location by uniquely blending together both dynamic and static bookmarks.

- Offers a best in class feed reader & bookmarks in one experience
- Also offers some unique sharing features
- Easy feed creation with “Mix & Share”

myAOL™ Favorites – Feed Reader

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All your Favorites in one place.

Read Feeds, Save Bookmarks, Mix and Share your Favorites with your buddies!

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▼ [Techmeme Leaderboard Ignites Conversation, Netvibes Expands Cobrands, Facebook Addiction, Web App 101 & Top Social Media Coverage](#)

Somewhat Frank (8 hours ago)



Photo of the Week: This is a photo of the sunset I was able to experience while on vacation this past week in Clearwater, Florida.

Somewhat Frank Weekly Tidbits: 10.07.2007

Top five sites with Web 2.0 social media coverage

There are several sites and blogs that cover the social networking scene. Pandia has listed its favorites and Somewhat Frank is proud to be among them. Thank you Pandia. Check out Pandia's favorites.

TechMeme Top 100 is 'Top 100' of what, exactly?

Ben Metcalfe examines the Techmeme Leaderboard that launched this week. He questions what the top 100 is made up of leading me to ask, *what is blog these days anyway?*

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Feeds Bookmarks

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AOL Music

AOL Video

View All Bookmarks

AOL Music

AOL Video

Blogging Stocks

CNN.com

Go2Web20.net

People.com

Perez Hilton

▼ All Bookmarks (7)

▼ AOL Music

Edit

Listen to free music online, watch music videos, tune in to online radio featuring XM, get the latest music news and gossip, plus search for your favorite artists at AOL Music.

▼ AOL Video

Edit

AOL Video has millions of free, high quality videos including music videos, news clips, movie trailers, viral videos, and full-length TV shows.

▼ Blogging Stocks

Edit

Blogging Stocks covers some of America's most widely-held stocks deeply, analytically and obsessively.

▼ CNN.com

Edit

CNN.com delivers the latest breaking news and information on the latest top stories, weather, business, entertainment, politics, and more. For in-depth coverage, CNN.com provides special reports, video, audio, photo galleries, and interactive guides.

▼ Go2Web20.net

Edit

The complete web 2.0 directory.

▼ People.com

Edit

People.com : The #1 Celebrity Site on the Web

Want to feel
more at home

on your
more at home

on your
home page?

myAOL®

gives you

all you need

to tailor the Web

to your liking.

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Feeds Bookmarks

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View All Headlines

Art

Wine Library TV

Somewhat Frank FeedHub Feed

Technology

Replika

Paul Graham: Essays

Valleywag

Silicon Alley Insider

The Wannabe Venture Capitalist

Search Engine Land: News About Search Engines & Search Marketing

TechCrunch

Rev2.org

Macadaan.com

Demo Girl

sarahintampa

Searchviews

CenterNetworks

Download Squad

All Facebook

donloeb.com

Add a folder

Import Feeds

Export Feeds

Mix & Share

Contents of "Technology" folder is public.
The public URL will automatically reflect any updates you make to this folder.

Share Click "Share" to create a public page.

Unshare Changed your mind? Click "UnShare" to make it private.

Where is it? Your public page will be accessible on the Web at this URL.

<http://favorites.my.aol.com/efavs/publicist:frankgruber5/a2.97.6>

Share it many different ways.

Email This IM This AIM Share

Download the feed in OPML format [What is This?](#)

Done

Favorites | myAOL BETA

Somewhat Frank "Mix & Shared" Favorites

Sports: Is A-Rod Worth \$1 Billion? It Might Not Be As Crazy As It Sounds
2007-10-11T21:19:24Z
http://blog.fastcompany.com/archive/2007/10/10/sports_is_a_rod_worth_1_billion_it_might_not_be_as_crazy_as_it_sounds.html
PARTNERS
what do you think?

If he buys Cubs, Cuban wants to be bleacher bum - MLB
2007-10-08T22:15:03Z
<http://sports.espn.go.com/mlb/news/story?id=3054807&campaign=esb&source=ESBHeadlines>
I hope he DOES buy them. :)

David Liu talks to Hooman: Man on the Street
2007-10-03T18:51:01Z
<http://www.gofish.com/channel/gofish?id=50-6225&videoId=30-1157529>
At TechCrunch40

The Chicago Geek Guide
2007-10-02T19:09:57Z
<http://geek.windyfaba.com/index.html>
Sweet Home Chicago goes geek!

Illinois Middle School Says No to Hugs - AOL News
2007-10-02T18:14:52Z
http://news.aol.com/story/_a/illinois-middle-school-says-no-to-hugs/2007100209410999000
No tagging it out in school.

AOL Music Adobe AIR Desktop Widget Download
2007-10-02T00:18:17Z
<http://music.aol.com/help/syndication/desktop-widgets>
Cool desktop widgets from AOL, who would have thought? :)

Time Warner AOL (TWX) Source: Sr. Exec Out Monday
2007-10-01T20:01:59Z
<http://www.allieinsider.com/2007/09/time-warner-aol.html>
Time Warner AOL (TWX) Source: Sr. Exec Out Monday (<http://www.allieinsider.com/2007/09/time-warner-aol.html>)

AOL Is Gussying Itself Up for an Advertising IPO

These items were shared using myAOL Favorites

myAOL Favorites allows you to easily keep track of your favorite websites and see all the updates in one convenient location.

Add this page to myAOL

Download feed in OPML format

Want to feel more at home on your home page?

myAOL® gives you all you need

Stay tuned to myAOL™ updates...

- myAOL™ BLOG
 - <http://myaolblog.aol.com>
- myAOL™ Facebook Group

How can you find me?

- Email: Frank.gruber@corp.aol.com
- Blog: <http://www.somewhatfrank.com>