



## **Scrapplet Extends, Enhances, and Integrates Facebook, MySpace, Wikis, Blogs, and Websites**

*Personal and customizable online canvas breaks down Social Media walls to help everyone create, consolidate, and share their Web*

December 22, 2008, Fort Lauderdale, FL – RadWebTech today announced the public beta release of Scrapplet ([www.scrapplet.com](http://www.scrapplet.com)), browser-based blank canvases that make it easy for anyone to customize a page, connect social profiles, or design a portable site with drag and drop ease.

Unlike everyday, do-it-yourself Web site builders, Scrapplet is a hub for social profiles, the relationships maintained across each network, as well as a showcase for ideas, thoughts, experiences, and expertise. It started as an application for Facebook and quickly evolved to provide seamless integration with MySpace, Twitter, FriendFeed, LinkedIn, YouTube, Flickr and more. Now as a standalone Web service, Scrapplet makes it easy to drag and drop content and functionality from each network, tying distributed connections together, while creating a new kind of virtual website.

Scrapplet users can instantly add their friends, pictures, videos, music, widgets, and entire web sites to their Scrapplets to create a central HQ for sharing, updating, and communicating with friends, family and associates. Each microsite is also portable and can be placed within individual social media profiles, Web sites, blogs, and wikis, to showcase a complete, consistent experience.

Scrapplets empower creativity and can scale with individual imagination. Each canvas offers tools and default objects to add and create news feeds, flash objects, mashups, animation, sliding panels, custom menus, special effects, and more. Each site automatically generates site maps, navigation, security, search engine optimization, tracking, and also supports data portability, a privacy standard that enables users to control, import, and export personal information between trusted networks.

“The response to the simple question ‘where can I be found on the web’ involves a long list of social networks, websites, blogs, feeds, tweets, life-streams, etc.,” said RadWebTech’s CEO Steve Repetti. “Scrapplet does not replace this diversity – instead it provides a means to extend it and bring it all together in one virtual place where content and the social graph can be mixed, matched, and enhanced without limitation.”

Scrapplet is not just only for personal use; it’s also designed for business and application development. RadWebTech is a member of the OpenAjax Alliance and CEO Repetti sits on the board of director’s of the International Data Portability organization. These themes are embodied in the framework of Scrapplet and provide an extremely robust platform for business and developers as well as providing resources for the creation, hosting, and distribution of web applications, widgets, and mashups. And, to protect owners of



copyrighted material, Scrapplets include embedded source information that can be used to track, monitor, and remove unauthorized copyrighted material if necessary.

Scrapplet supports logins from Facebook, Google, Yahoo, AOL, OpenID, Blogger, Flickr, WordPress, LiveJournal, Verisign, MyOpenId, among others.

Scrapplet is free and includes personal web address and a half dozen pages ready for customization. Additional pages are available for free through point acquisition. Points can be earned by referring additional users as well as getting great ratings for pages. Free pages include limited contextual ads. Scrapplet pages and premium content are also available for purchase as is Premium and Professional non-ad memberships for as little as \$2.95 per month.

### **About RadWebTech**

RadWebTech is a Plantation Florida-based company that creates advanced products and technologies that fuel innovation – cool products from killer technologies for really big markets.

### **Press Resources:**

<http://www.scrapplet.com/content/press>

### **Screenshots:**

<http://tinyurl.com/3u5gtc>

### **Web Resources:**

<http://www.scrapplet.com>

<http://www.radwebtech.com>

<http://www.dataportability.org>

<http://www.openajax.org>

### **Contact:**

Steve Repetti

RadWebTech

954-299-3011 x2110

[steve@radwebtech.com](mailto:steve@radwebtech.com)