



Programmers challenged to keep time with the Swiss

-- Doodle.com launches API and developer contest with Nokia and Sun Microsystems --

3 March, 2009 – London and Zurich – Doodle, the popular Web 2.0 scheduling tool, is launching an application programming interface (API) to enable developers to create new and complementary apps which will improve scheduling of meetings, conference calls and social events. As well as creating any new application they can imagine, such as email-based interfaces and Windows-based desktop widgets, developers will be able to integrate Doodle into mobile platforms, like Blackberry, and web portals.

To promote the launch of the RESTful Doodle API the company has teamed up with Sun Microsystems, Nokia and other partners to offer a week's stay in Zurich, where Doodle is headquartered, to the developer with the best Doodle-based application, selected by an international jury. Other prizes include a conference pass for the 2009 JavaOne Conference held in San Francisco, and a Nokia 5800 XpressMusic. The contest begins today, 3 March, and will close on 14 April, 2009.

Michael Näf, founder and CEO of Doodle, said that opening up the company's technology to outside development, and challenging programmers to get creative, would further extend the benefits of using Doodle's scheduling programme for business and personal use.

"We live in a high-stress, time-poor economy, making it ever harder to schedule meetings and conference calls at times that suit," Näf said. "Doodle's simple to use tool helps organisations and individuals save time organising meetings by offering a transparent view of everyone's preferred choices. With the launch of our API developers can do all sorts of funky personalisation, customisation and integration. It is said; 'if you build it, they will come.' If you open the API, developers will build great apps, which is why Sun Microsystems and Nokia got on board for this developer competition with Doodle."

- Ends -

Notes to Editors and Developers

For more information on the RESTful API and to enter the competition, please visit www.doodle.com/about/apicontest/APIcontest.html. Entries are open until 14 April. The showcase app using the API is the "homemade" Doodle Mail Init Agent, which enables users to set up polls by email. To try it out, email init@doodle.com.

About Doodle

Doodle makes it easy to find the "right time" for a group gathering or a meeting. With just a few clicks you can establish a "poll" – a tabular display of possible available time slots – invite participants and see clearly in a table which options best suit everyone. Doodle is a free web service, doesn't require any registration and is available in 28 languages worldwide. The usability and the entrepreneurial achievements of Doodle have been awarded across the world: For example, the Mashable Open Web Awards 2008 "Bloggers' Choice" and "People's Choice" (<http://mashable.com/2008/12/16/open-web-awards-2-winners/>), and the Swiss ICT Award 2008 (<http://doodle.com/blog/english/2008/11/11/doodle-wins-swissict-award-2008/>).

Doodle has 2.5 million unique clients with 80,000 users in the UK. In Doodle's home country, Switzerland, 10 per cent of the entire population use the service at least once a month, and this figure is growing.

For more information please visit www.doodle.com



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