

## TEXTTO

### **Google unveils new social network**

Google has taken the wraps off its latest social network known as Buzz.

The service - integrated directly with its e-mail service Gmail - allows users to post status updates, share content and read and comment on friends' posts.

The site pitches Google directly against rival networks such as Facebook, which has amassed nearly 400 million users since its launch in 2004.

Buzz will try to capitalise on the number of regular Gmail users, which is currently around 170 million people.

BBC News technology correspondent Rory Cellan-Jones said that the launch appeared to be a "major land grab by Google for the social networking space".

"They've launched Buzz with plenty of interesting new features, particularly for mobile users, but the real question is whether there's enough to entice social networkers away from sites like Facebook and Twitter," he said.

Rival Yahoo already offers a service that allows people to see updates from sites such as Twitter and Flickr from inside their Yahoo Mail page.

Story from BBC NEWS:

<http://news.bbc.co.uk/go/pr/fr/-/2/hi/technology/8506148.stm>

Published: 2010/02/09 19:56:50 GMT

© BBC MMX

## TEXTO

### **Google unveils new social network**

Google has taken the wraps off its latest social network known as Buzz.

O Google revelou o segredo de sua última rede social conhecida como Buzz.

The service - integrated directly with its e-mail service Gmail - allows users to post status updates, share content and read and comment on friends' posts.

O serviço – integrado diretamente com seu serviço de e-mail, o Gmail – permite aos usuários postar atualizações, compartilhar conteúdo, ler e comentar as postagens de seus amigos.

The site pitches Google directly against rival networks such as Facebook, which has amassed nearly 400 million users since its launch in 2004.

O Google lançou o site diretamente contra rivais de redes sociais como o Facebook, o qual reuniu aproximadamente 40 milhões de usuários desde seu lançamento em 2004.

Buzz will try to capitalise on the number of regular Gmail users, which is currently around 170 million people.

O Buzz tentará capitalizar sobre o número de usuários regulares do Gmail, o qual é atualmente por volta de 170 milhões de pessoas.

BBC News technology correspondent Rory Cellan-Jones said that the launch appeared to be a "major land grab by Google for the social networking space".

Rory Cellan, correspondente de tecnologia da BBC News, disse que o lançamento aparece para ser a “maior captura de terra do Google para o espaço de redes sociais”.

"They've launched Buzz with plenty of interesting new features, particularly for mobile users, but the real question is whether there's enough to entice social networkers away from sites like Facebook and Twitter," he said.

“Eles lançaram o Buzz com muitas características interessantes novas, particularmente para usuários de telefones celulares, mas a questão real é se há o suficiente para atrair usuários vindos de sites como Facebook e Twitter”, ele disse.

Rival Yahoo already offers a service that allows people to see updates from sites such as Twitter and Flickr from inside their Yahoo Mail page.

O rival Yahoo já oferece um serviço que permite as pessoas ver atualizações vindas de sites como Twitter e Flickr de dentro da página de e-mail do Yahoo.