

Facebook lets money flow

How widgets can

Reporter Eric Benderoff is allowing them to show each other photos and books they want to read.

Oh, the places you'll go

Another Chicago Web developer has found success through Facebook, though largely by accident.

The "Where I've Been" application places a map on a user's profile page. It indicates where someone has traveled over the course of their life. You simply click on the countries visited, and your friends can see the places you've been.

Craig Ulliott, a programmer based in Philadelphia for Chicago's Blueeye Corp., designed the application so the firm could show its clients how it could use the Facebook platform, said Shannon Smith, a partner.

More than 3 million people have downloaded the application, and Ulliott, who remains a Blueeye programmer, is trying to spin "Where I've Been" into a separate business.

The application is not producing "a ton of revenue right now, but companies are looking to advertise," Smith said.

The Facebook application platform is "so new, but it has quickly caught on. We're still learning," he said.

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Everybody is happy.
Money is made off social networking.

Software applications, or widgets, created for site users draw millions of hits and the chance to generate revenue