



SharePoint 2010 SocialFest – and the winner is Huddle

by **Lynda Ting**
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Last week seven startups spent the week developing applications on the SharePoint 2010 platform at the first ever [SharePoint 2010 SocialFest](#) hosted by the Emerging Business Team at the Microsoft Silicon Valley Campus. While most of the developers had little to no SharePoint programming experience, they were selected based on their potential to extend the SharePoint platform with their unique and innovative applications in the emerging social business space.

During the week, they heard from developer experts, SharePoint engineering, SharePoint product management and a panel of tier one venture investors. On Friday, they presented in front of a panel of judges including Charles Schwab & Co. and McKesson where Huddle took first prize.

Here's a look at what the contestants built on the SharePoint 2010 platform:

Loqu8 – Creating immersive experiences in SharePoint

[Loqu8 Prelude](#) integrates SharePoint 2010 lists and search results into a pop-up window that is contextual to the work they are doing. From applications, such as Microsoft Outlook, Word, Excel, PowerPoint, etc., users can instantly access their SharePoint data by hovering their mouse over a word in their document. The Loqu8 Prelude pop-up window will display contextually relevant information from SharePoint.

Interested in seeing a little more on each solution? Check out [this slideshow on Network World](#).

Lynda Ting is a Director for Emerging Business at Microsoft.

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Media and the Money Trail
Connecting with the New Digital Consumer

February 16, 1:00 p.m. EST

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Join us on **February 16th** from 1–2 p.m. EST when the FASTforward blog will be hosting a conversation between Greg Clayman, MTV Networks' Executive VP of Digital Distribution, and Jennifer Kavanagh, Vice President of Digital & New Media at Oxygen Media.

The focus: The substantial challenges and significant opportunities for innovative entertainment companies exploring new models and modes of distribution for their programming. Among the topics this provocative 1-hour session will explore:

- * How new models and modes of distribution have the ability to generate audience, engagement and revenue.
- * How new technologies are helping companies engage their customers and connect them to the content and community they care about.
- * How innovative opportunities on the horizon have the capacity to change the rules of the game – again.

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Be sure not to miss our **interview series** with several dozen attendees of **FASTforward09**, including all the contributors to this blog, as well as Clay Shirky, Charlene Li, and many other notable thinkers and doers. The interviews are tagged and can be accessed by topic.

<p>JENNIFER KAVANAGH, Vice President of Digital & New Media at Oxygen Media Tag: Microsoft, SharePoint, Social</p>	<p>GREG CLAYMAN, Executive VP of Digital Distribution, MTV Networks Tag: Microsoft, SharePoint, Social</p>
<p>LYNDA TING, Director of Emerging Business, The Office Group Tag: Microsoft, SharePoint, Social</p>	<p>BRIDGETTE GORMAN, Technical Services, Enterprise Search Group, Microsoft Tag: Microsoft, SharePoint, Social</p>

<http://www.fastforwardblog.com/2010/02/02/sharepoint-2010-socialfest-and-the-winner-is-huddle>

Loqu8, Inc.

Mountain View, CA 94040 USA

info@loqu8.com www.loqu8.com

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