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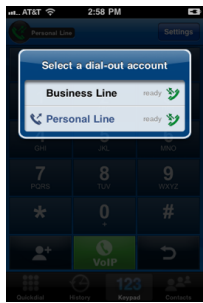
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## Err, Call Me: Vumber Gives You Throw-Away Phone Numbers For Dating, Work

Jason Kincaid  
14 minutes ago

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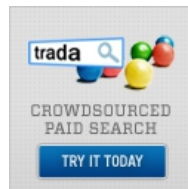
By now you've probably heard of Google Voice, a service that lets you take one phone number and configure it to ring all of your phones — work, mobile, home, whatever — with plenty of settings to manage your inbound and outbound calls. But what if you wanted the opposite: a service that lets you spawn a multitude of phone numbers to be used and discarded at your leisure? That's where **Vumber** comes in.

The service has actually been around for four years, but it was originally marketed exclusively toward people on dating sites. The use case is obvious: instead of handing out your real phone number to strangers, Vumber lets you spin up a new phone number, which you then redirect to your real phone. Then, when your date reveals that he hates animals and

has lived in his mother's basement for a decade, you can simply deactivate the number. Around 30-40% of the service still caters to online dating, but Vumber can be used for other things.

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## Yammer Swings Back at Jive with a Survey and Salesforce with a Video (TCTV)

Sarah Lacy  
1 hour ago

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The social enterprise wars are heating up. Last week, Jive's Tony Zingale came on to talk about a **user survey** that showed quantifiable value his customers were getting from Jive's software and **answer why** Yammer and Salesforce get the bulk

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of the industry press.

I invited Salesforce's Marc Benioff and Yammer's David Sacks on the show if they wanted to rebut anything said. Sacks took me up on it, bringing his own user survey, a funny video aimed at today's Chatter launch, and some fighting words.

All are below.

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## Google Dethrones Nokia As Top Seller Of Smartphones

Devin Coldewey

1 hour ago

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Android has passed yet another milestone in its race to the top: With 32.9 million handsets sold globally this last quarter, it has ousted longtime champion Nokia (with 31m) for the title of **most popular smartphone OS maker in the world**. It's a bit of an apples to oranges comparison, of course, since Nokia also makes its own handsets, but quibbling aside, the toppling of such an iconic mobile company is no small event.

The numbers don't seem to include tablets, though it recently transpired that even the top-selling Android tablet sales were, to quote Samsung, **"quite small."** We won't see the Honeycomb effect until later in 2011. But it seems as though Android still has nowhere to go but up — that is, if you consider downmarket "up."

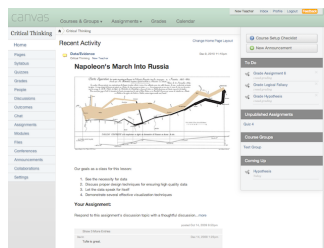
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## Instructure Launches To Root Blackboard Out Of Universities

Michael Arrington

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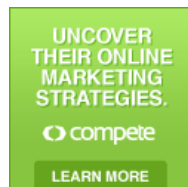
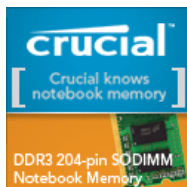
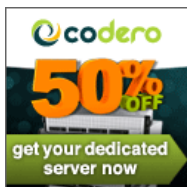
Mozy Founder **Josh Coates** launches **Instructure** today. He's hoping to disrupt the entrenched player in the University LMS space, Blackboard, and take a big part of its \$377 million or so in revenue.

In 2007 **EMC acquired Mozy**, an online backup solution, for \$76 million. Coates stayed for another year, then left.

Since then he's been helping **Nepalese refugees** integrate into American society, and he's a big WWII buff. He purchased and restored a M18 Hellcat Tank Destroyer. You can see the restoration process [here](#) (he keeps it in his garage). And here's a [video](#) of his wife blowing the crap out of the side of a gravel pit.

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## Review: Dell Streak 7

John Biggs

2 hours ago

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Here we go again: another impressive 7-inch Android tablet



with a Gorilla Glass screen, 4G networking, and a suave interface. But is this thing more of the same or something new.

The tried-and-true 7-inch tablet is, by now, old hat. In fact, little about the Dell Streak 7 is new except the clear emphasis on media playback and T-Mobile's 4G wireless. On the aggregate, I'd say that this is a strong showing for Dell but does just enough to stand out from the current tablet crowd.

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## Former eHarmony Head Greg Waldorf Joins Accel As CEO-In-Residence

Alexia Tsotsis

3 hours ago

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**Accel Partners** is announcing today the addition of former eHarmony head CEO **Greg Waldorf** as CEO in residence. Waldorf spent eleven years at eHarmony and five as CEO before leaving the company a couple of weeks ago and landing at Accel as of today.

While at eHarmony, Waldorf oversaw an online dating business that raked in more than \$1 billion in revenue. Under his helm the company expanded into over 15 countries worldwide. Waldorf has previously worked with Accel on the board of real estate startup Trulia.

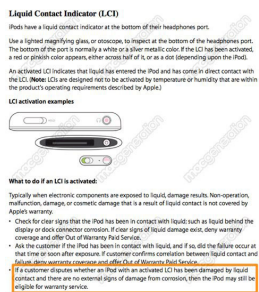
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## Apple Makes Changes To Repair Policy Involving Liquid Sensors

Kyle Thibaut

4 hours ago

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**Apple** has quietly made a change to its repair policy regarding the **liquid contact indicators**, or LCI. You may remember last years **lawsuit** surrounding the issue. Perhaps that had something to do with it.

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## Bump Now Lets You Swap App Recommendations With A Tap

Jason Kincaid

4 hours ago

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You can tell a lot about a person from their mobile app library. Are they avid Doodle Jumpers, or do they prefer to challenge their wits with a few rounds of Civilization? Do they stretch their vocal chords to the beats of T-Pain or Glee's background choir? You get the idea.

Given how much time people spend building out their app libraries, it doesn't come as much of a surprise that they love to share their collections with friends. In fact, **Bump** — an app that makes it easy to swap contact information, music, and other data between mobile devices — says that users have been asking for an easy way to share lists of their favorite apps for ages, and that it's the second most popular request overall (behind music sharing, which has already been implemented). Today, all of those users are getting their wish granted.

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## Google Teams Up With Twitter And SayNow To Bring Tweeting-By-Phone To Egypt

MG Siegler

5 hours ago

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It was only last week that Google **acquired** SayNow, a voice messaging startup. They're already putting them to good use. I mean *really good* use.

As they've just **announced** on the Google Blog, the search giant has teamed up with the incoming SayNow team and Twitter to create a simple speak-to-tweet service for people currently engulfed in the turmoil in Egypt.

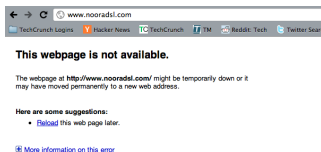
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## Egypt Shuts Down Noor, Its Last ISP

Alexia Tsotsis

5 hours ago

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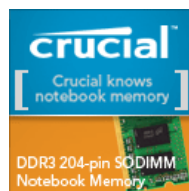
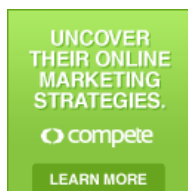
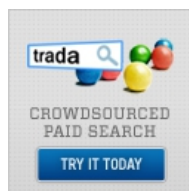
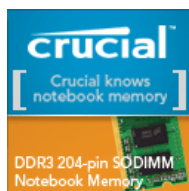
We're hearing **reports** on Twitter that the coverage of Noor Group's DSL service, Egypt's **last standing ISP** which powers the Egyptian Stock Exchange as well as sites of major brands like Coca-Cola and **Exxon Mobile** is being shut down, meaning there is a risk of Egypt losing all Internet coverage.

According to **Jacob Applebaum** the shut down is occurring in stages and certain sites are still online, "*noor.net shut all except NTG, the National Technology Group providing IT processing to the aviation, banking and financial sectors.*" The

ISP's website itself is offline.

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## LetsLunch Launches and We've Got 100 Invites

Sarah Lacy

6 hours ago

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Earlier I **wrote** about an interesting new wave of companies



trying to one-up LinkedIn, by using recommendation engines to help navigate your professional life. While LinkedIn made sense of your off-line social graph and how it intersects with friends' social graphs, these new companies are essentially trying to rank your social graph and let you use that information to get ahead. Earlier I wrote about Mixtent, which is trying to solve inefficiencies in the labor market. Another site launching

tomorrow at the Founder Institute's **Founder Showcase** is **LetsLunch**.

LetsLunch tackles another awkward and inefficient necessity of the business world: Networking.

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## Facebook Has Been Refining Their Troll-Slaying Comment System For Months; Finally Ready To Roll?

MG Siegler

6 hours ago

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Back in October of last year, **news** started to trickle out that Facebook was completely **revamping** their commenting system plugin. The very thought had to send a chill down the spine of commenting startups like Disqus, Echo, and Livefyre. In a statement to us at the time, Facebook confirmed the upgrades, and vaguely said, "we'll have more to share in the coming weeks." Well, weeks turned to months — nothing. But that may be about to change.

Facebook is on the verge of launching a full commenting system for third-party sites, CNET's Caroline McCarthy **reports** today. She cites multiple sources who claim the product should be ready to roll out in a matter of weeks. And apparently it could be implemented at launch on a number of high-profile sites (no, not us — unless AOL has us totally out of the loop on this one).

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## Kickstarter: The aTrackt Improves Apple's Keyboard And Trackpad Ergonomics

Devin Coldewey

6 hours ago

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I wasn't convinced this particular project was worth its salt, but a little reflection convinced me. I don't use Apple's dainty little desk accessories — I always go back to a nice, meaty mechanical keyboard and high-performance mouse, because Apple's keyboards are like toys and the trackpad is no good for gaming. But hey, some people like 'em. The trouble is their naturally light and slippery nature, which causes them to slide

about and become separated.

I would have thought Apple would foresee this and install powerful magnets in that round bit of the casing, so they'd stick together, but they didn't, so it's left to the ever-inventive fans to justify their purchase with a home-brewed accessory. The **aTrackt** on **Kickstarter** really does solve the problem, and passes the only test it needs to, in my opinion: if I had the keyboard and trackpad, I wouldn't be caught dead without one of these as well.

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## Exposed: Apple's Terrible Sin in China (TCTV)

Andrew Keen

6 hours ago

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Last I night I had the good fortune to see **Mike Daisey's highly acclaimed** show The Agony and the Ecstasy of Steve Jobs at the **Berkeley Repertory Theater**. It's both an entertaining and acutely moving performance that anyone who



owns an Apple product has a moral duty to see.

Daisey is not only a brilliant monologist in the tradition of Michael Moore and Spalding Gray, but he's also a crusading journalist who has exposed the inhumane working conditions of

the workers at the **Foxconn** factory in Shenzhen, China. Daisey went to Shenzhen and stood outside the monstrous Foxconn factory and interviewed its workers - some as young as 12 years old - about the inhumane working conditions there. This is what he found...

Video ahead.

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## Video: Literally Eric Schmidt, Literally

MG Siegler

6 hours ago

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All great CEOs have presentation secrets. Apple CEO Steve Jobs says "**boom!**" a lot - and other **superlatives**. Microsoft CEO Steve Ballmer loves to **repeat certain words three times** - often while **clapping his hands**. But what about **departing** Google CEO **Eric Schmidt**? What's his secret?

It's the use of the word "literally", literally.

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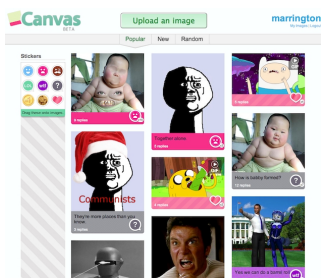
## 4chan Founder Unleashes Canvas On The World

Michael Arrington

7 hours ago

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**Canvas** launches today for 4,000 or so lucky souls.

Seven year old **4chan**, created by now-23 year old **Christopher Poole**, continues to delight and enrage the Internet. Major Internet memes were either **created or spread** on 4Chan, as were more denial of service attacks than we can count. Twelve million or so people a month visit the site, and at any given moment there are 60,000 - 70,000 people on 4chan.

4chan's success, says Poole, is based on three things. Real time collaboration as visitors riff back and forth about posted items, often pictures. A true shared experience as an item pops up on 4chan and then eventually falls off the board (there are no archives). And fluid identity - to add content on 4chan all you have to do is write something, upload a file and complete a captcha. There are no user accounts.

But 4chan isn't Poole's ultimate goal. He's taken what works there, changed other things, and created something wholly new - **Canvas**.

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## Adult Movie Industry Follows RIAA's Footsteps, Sees Lawsuits As New Revenue Source

Nicholas Deleon

7 hours ago

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It used to be that when you thought of **BitTorrent**-related lawsuits you'd think of the **RIAA**, or maybe the **MPAA**. It may be time to update that line of thinking. TorrentFreak notes that we're now approaching 100,000 copyright infringement lawsuits filed here in the US of A in the past 12 months alone. The thing

is, it turns out that pornography studios are now where the RIAA was several years ago, suing everybody under the sun in order to scare people into no longer illegally downloading their content. This should be fun for everyone.

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## 2RedBeans Is A JDate For Chinese-Americans

Leena Rao

7 hours ago

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The success of **JDate**, an online dating service aimed towards matching Jewish singles, has proven dating sites for niche religious or cultural groups can actually work. Today, **2RedBeans**, a graduate of the **Founder Institute**, has launched a dating site exclusively focused on matching Chinese-

Americans.

The site has a slightly different twist from most dating sites—2RedBeans tries to match singles in accordance with Chinese cultural values. For example, the site's matchmaking algorithm places special emphasis on unique characteristics that are possibly relevant to the Chinese; such as date of immigration, and highest level of education.

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## Facebook Launches 'Startup Days': Monthly Hacker Events For Platform Developers

Leena Rao

8 hours ago

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As part of the **launch of Startup America**, a national campaign to "celebrate, inspire, and accelerate high-growth entrepreneurship in the U.S."; Facebook has **announced** a new initiative called 'Startup Days.'

Facebook will hold 12 monthly Startup Days in 2011 to "provide early-stage companies with engineering and design support on the Facebook Platform." These meetings, which will be held around the country, will provide entrepreneurs with resources to build social applications. Facebook has also

announced it will continue its efforts to stay active in open source communities.

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## Giveaway: Win A Valentine's Day Edition Dodocase

Matt Burns

8 hours ago

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Valentine's Day is two Mondays away. This means you have about two weeks of procrastination and/or shopping until Sunday, the 13th hits and you're forced to buy something lame from Sears. Solution: Win this very limited edition iPad Dodocase from us. That way you can either spend more cash on that evening's festivities or buy Dead Space 2. You're call. We're just here to hand out prizes.

Of course you can save yourself some agony and **simply buy the case**, although Dodocase is only going to make 40 of them and they'll probably go fast even at \$75. Just like their other iPad cases, this one is hand-made from San Francisco artisans trained in the art of book binding. Greg even **professed in his Dodocase review** that "this case could probably get you laid" which may or may not carry over to this edition that features a lovely golden heart on its spine.

Click through for the instructions and rules.

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