

XTech 2007: Open AIM as It Relates to You

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This is a presentation. If you'd like to view all the slides like a normal web page, [you can](#).

What is OpenAIM and what can it do for you?

Set of developer tools

- Extend functionality beyond the AIM client
 - Tap into existing community of 68 million users

Web AIM (Beta)

- Add AIM to your web page
 - Ability to send and receive messages, set presence, access users' Buddy lists, etc

AIM CC

- SDK to build your own custom client
 - Add AIM functionality to your current application

AIM Bots

- Create interactive Bots for any purpose
 - Bot is able to interact with your community in real-time, on-demand

AIM Plugins

- Add your specific features to AIM
 - Access built-in location based services (Skyhook)

Open Success Stories

AIM Pro

- Built using AIM Custom Client
 - Enterprise level AIM client
 - [More info](#)

Lite AIM

- Built using AIMCC
 - Small memory footprint client without all the bells and whistles
 - [More info](#)

SCI's PlayLinc

- Gives gamers many tools including AIM/ICQ integration
 - AIM integration allows gamers to communicate with their friends and set-up matches
 - [More info](#)

The Lounge

- Virtual world where music fans can hang out, talk about music and interact
 - Uses AIMCC
 - [More info](#)

Chumby

- Will launch with an AIM widget built on the Web AIM beta platform.
 - Custom Flash class will be added later this year (Time Frame TBD)
 - [More info](#)

What does this give you

- Ability to tap into the existing AIM network
- Create communities around existing screennames (OpenAuth)
- Promotion from AIM site for applications built on AIM platform
- Limitless mashup possibilities

So what does this give us

- Further growth of AIM network beyond AIM client
- Tested, stable environment that is easily extended
- Less development time and energy to integrate with other applications

Aim Developer User License

Currently license restricts development to:

...and your Application shall be for use with the U.S. based version of the AOL Service exclusively.

- Legal and product management are working to revise this ASAP

Kevin's turn

Open Building Blocks

- We're going to talk about two:
 - Open Identity
 - Open Interaction and Social Data

Case Study: User Authentication

Ficlets

- A site for folks without a lot of time who want to write stories
- An "innovation" project built by a very small team in a very short period of time using Ruby on Rails

Enter OpenID and OpenAuth

OpenID

- Distributed identity:

OpenID starts with the concept that anyone can identify themselves on the Internet the same way websites do-with a URI (also called a URL or web address). Since URIs are at the very core of Web architecture, they provide a solid foundation for user-centric identity.

OpenAuth

- Allows third-party sites to authenticate AOL/AIM users in their web apps
- more info

What It Buys Ficlets

- No more passwords! Users don't have to remember yet another one, and I don't have to store them.
- I don't have to create the "oops I forgot my password" UI!

Integration

- OpenID: Ficlets used the [OpenID Enabled Ruby Library](#)
- OAuth: Three methods in the signin controller... took about 20 minutes.

Demo

- [Go sign in!](#)

Case Study: No More Blank Slates

Web AIM

- Allows third party sites to access AOL/AIM users' buddy lists, send IMs and create mashups around and through the AIM network.
- [more info](#)

Well, How Can That Help Me?

- Make use of a user's existing social network!
- Interact in real time with your users, allow them to share your content with their friends
- Add IM and Buddy List to your existing application, widget platform, blog, etc.

Example: Widget

- Using [Netvibes' UWA](#), I created a simple Buddy List widget.
- [Try it out](#)
- Works great in standalone mode, but there's currently an open question about module servers that keeps it from working in the "real" NetVibes.

How it Works

- Almost a drop in of the [Whimsicals](#) code, with a little bootstrapping to make it work in UWA and to fix some CSS stuff.
- Whimsicals are just a reference implementation. [JSON and XML APIs](#) are available for you to build apps around.

Example: The Social Blank Slate

- I can't get my friends or family to set up a feed reader to keep up with my blog, photos, etc
- But, they'll actively prune and keep their buddy list in AIM.
- Why not use that to make it easy to set up a feed reader?

Enter: Buddy Reader

- Removes the "blank slate" problem by pre-populating your feed list with your buddies' feeds
- Allows your friends to alert you to new sources of their content

Demo: Buddy Reader

- Currently running on my laptop
- Signin
- Choose my buddies
- Update my feeds
- Browse

Possibilities

- What else could you do?
- How else could a user's existing buddy list remove barriers or give your product a head start?
- What else do you want?

Conclusion

- There's no need to start a "green field" social network.
- Leverage your users' existing connections.
- Have fun, and be open.