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## Facebook

Trade Facebook now!

40.57 5.42%

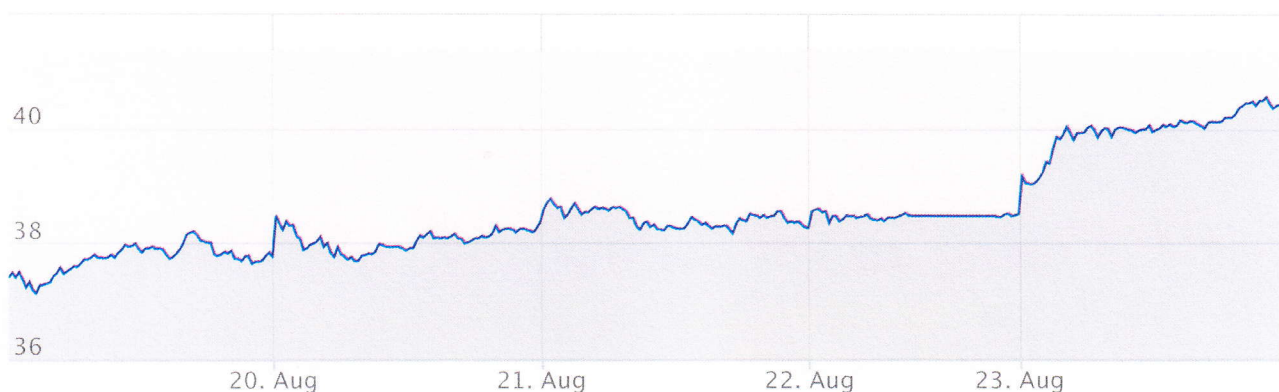
Buy 40.57

Sell 40.50

Facebook Inc.

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5m 15m 30m 1h 2h 4h 1d 1w



\* The prices shown are CFDs offered

iNVEZZ.com Wednesday, August 14: Facebook Inc. (NASDAQ:FB), the operator of the world's most popular social network, has agreed to buy Mobile Technologies, a Pittsburgh-based developer of speech-recognition tools. The move was announced yesterday on Facebook's website by Tom Stocky, a product-management director at the company. Stocky said he was "excited" to announce the deal which would bring "some of the industry's most talented people" to Facebook's engineering teams.

**The Facebook share price declined 0.32 percent to \$36.90 in New York's pre-market trading on Wednesday as of 14:13 BST.**

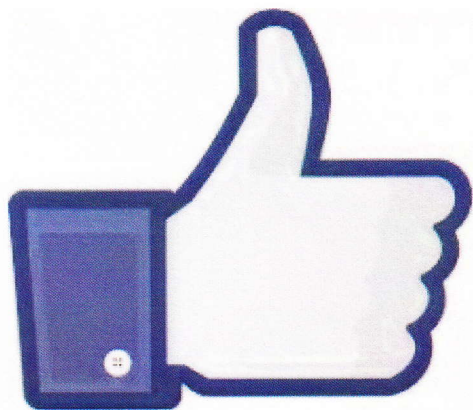
Importance of voice recognition technology "It has always been our mission to make the world more open and connected. Although more than a billion people around the world already use Facebook every month, we are always looking for ways to help connect the rest of the world as well," Stocky wrote. He highlighted the growing importance of voice recognition tools as a way for people to navigate mobile devices and the web. "This acquisition is an investment in our long-term product road map as we continue toward our company's mission." Mobile Technologies, founded in 2001, has developed Jibbigo, a speech-to-speech translator application for smartphones.

### Improving products and performance

Facebook continues to release new products and features to boost users' engagement with the social network and lure more advertisers. In recent months the company has rolled out an advanced search tool

called Graph Search and has made significant changes to the Home Page, enabling it to display larger videos and pictures.

Facebook also keeps its commitment to the mobile market, which is seen as crucial for the company's success. It has seen steady improvement in that area in the past year or so, with the number of mobile users surpassing that of desktop users and mobile ads revenue going up. Last quarter, Facebook's sales generated from mobile ads beat analysts' expectations, indicating that its efforts in this direction have started to pay off.



Social Network Giant to Buy Pittsburgh-based Mobile Technologies

The robust performance in the last quarter recently propelled Facebook's share price above the IPO level of \$38 for the first time in more than a year – a strong signal that investors' confidence in the long-term profitability of the company is finally returning.

**The Facebook share price was \$37.26 as of 15:21 BST, 14.08.2013**

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Stock tickers: [NASDAQ:FB](#)

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