

How to double down on your online productivity: Feedly connects with Buffer to rethink how we discover and share content.

Friday 8 February, 2013

Leading social sharing startup Buffer launches a platform wide integration with one of the web's most popular news reading and content discovery apps Feedly.

With Feedly as the smartest way to organize all your news feeds, no matter which platform or device, teaming up with Buffer turns it into an absolute must have productivity tool for browsing the web.

San Francisco, CA, February 7, 2013 –

Feedly and Buffer, two Silicon Valley based startups are excited to announce the launch of a brand new, platform wide integration of the two products.

The goal of connecting both apps together is to give users a unique new way to discover and share articles, videos and pictures across the social web.

Feedly allows anyone to organize their favorite news feeds intuitively on any device, including a brand new iOS app, as well as Android and web versions. With Buffer integrated, it is now possible to share any article you are reading to multiple social networks at once. At the same time, sharing can also be delayed for optimal timing through Buffer and sent out well spaced out over the day when most friends and followers will see it.

The new Feedly with full Buffer support can be downloaded [here](#). The web collaboration works as follows:

The new direction for both products was largely driven by stunning user feedback over the past months and a passion for a smarter way to use the web:

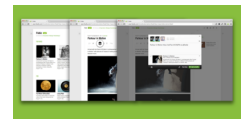
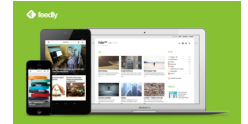
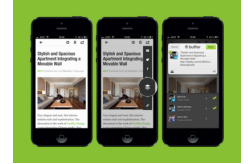
"We see a lot of users use Feedly to discover content to share with their social networks. We decided to partner with Buffer to offer our users the most efficient sharing tool available on the market and make the boundary between consuming and sharing seamless." - said Feedly's CEO, Edwin Khodabakhchian. "Being able to easily share on multiple social networks and schedule the delivery of each post is a big step towards better engagement".

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About Feedly

Feedly is a fast a stylish way to keep in touch with your favorite sites on all your devices. Available on iPhone, iPad, Android and on the web, Feedly was named one of TIME Magazine Top 10 Smart-Phone Apps of 2011. Over 3 million users trust Feedly to stay informed, entertained and inspired. Founded in 2008, Feedly is privately held and headquartered in Palo Alto, California. You can download Feedly at www.feedly.com.

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