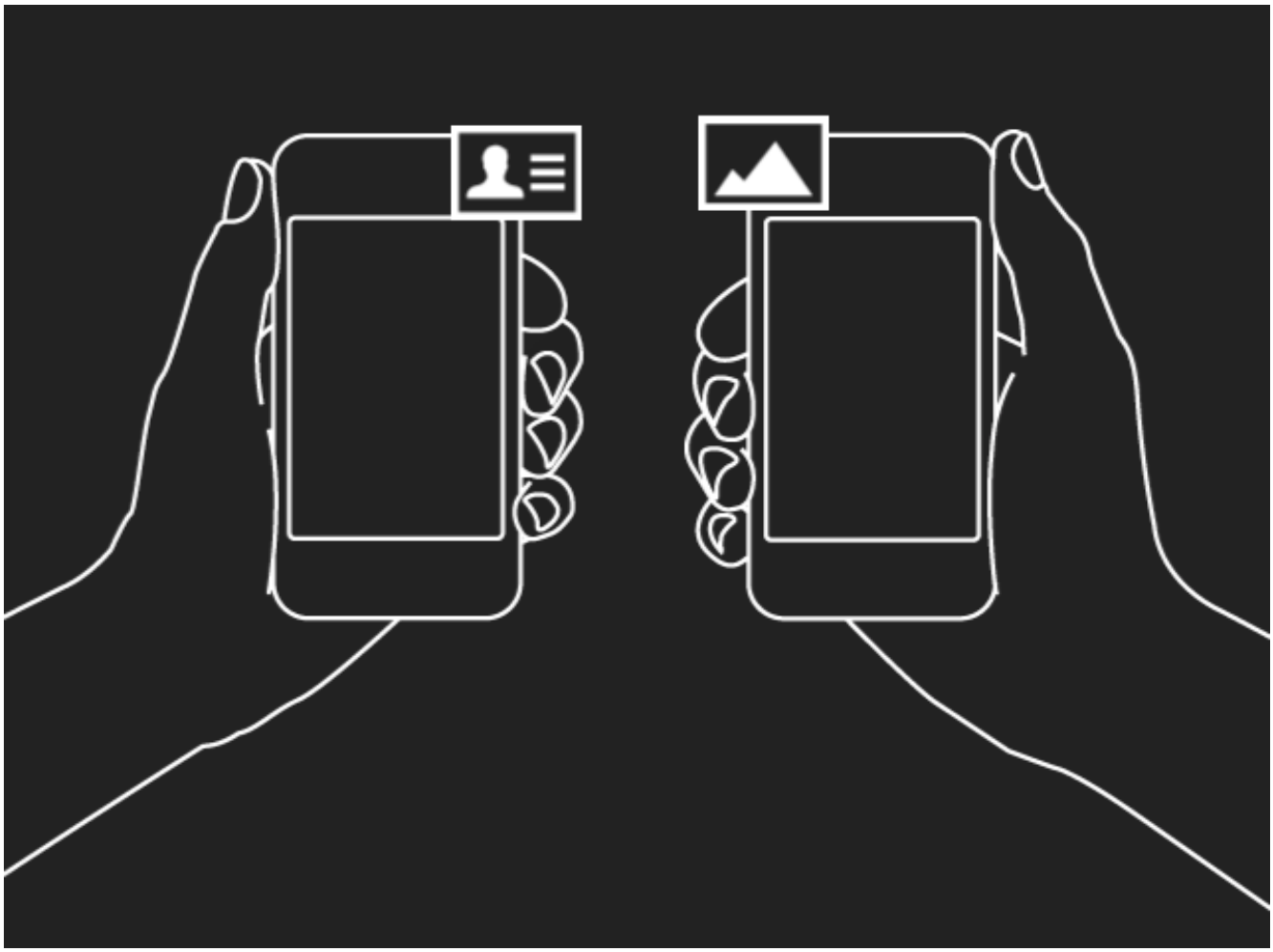
Google To Close Bump And Flock, Its Recently Acquired File Sharing Apps



Bump and Flock, the file sharing apps Google acquired last fall, will be shut down by the end of this month. Both apps will stop working and be removed from Google Play and the App Store on January 31, Bump confirmed on its blog today.

Google bought Bump Technologies, which make both apps, back in September, and Android Police reports that work on the app appeared to stop shortly after the acquisition.

Bump, which let users tap phones together to share contacts and other files, raised nearly $20 million and enjoyed high download rates, but failed to monetize successfully as other easy, mobile-friendly ways to share information were developed, most notably Apple's AirDrop for iOS 7. Flock is a collaborative photo-sharing app Bump Technologies released in 2012.

As TechCrunch's Josh Constine wrote in September, the sale wasn't an acquihire, but Google might plan to turn Flock into part of Google+ in order to compete with Facebook's photo sharing and Dropbox's photo saving services, especially since Google+'s Party Mode, a photo sharing service based around events, failed to gain real traction. The acquisition of Bump Technologies also gave Google access to several mobile communication patents that could help it improve Android and create better alternatives to near-field communication (NFC).

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When the startup announced its acquisition by Google, co-founder David Lieb said in a statement that "We strive to create experiences that feel like magic, enabled behind the scene with innovations in math, data processing, and algorithms. So we couldn't be more thrilled to join Google." The acquisition price was undisclosed but sources told TechCrunch it was around $35 million, a relatively low amount considering how much funding Bump had raised. Bump's investors included Y Combinator, Sequoia Captial, Felicis Ventures, SV Angel, Andreessen Horowitz, and many angels.