Google Acquires Bump Mobile App

Google has acquired Bump, a mobile app that was one of the early hit mobile apps but never became a big business.

Financial terms of the deal were not disclosed.

Founded in 2008, the company raised about $20 million from top investors including Sequoia Capital, SV Angel, Felicis Ventures and Andreeessen Horowitz after going through the Y Combinator incubator.

The app was designed to let people share contact information by just bumping their phones together. The company also evolved to let people share things like photos through bumps. Later it launched a second app called Flock for group photo sharing.

"We strive to create experiences that feel like magic, enabled behind the scene with innovations in math, data processing, and algorithms," CEO David Lieb wrote in a blog post. "So we couldn't be more thrilled to join Google, a company that shares our belief that the application of computing to difficult problems can fundamentally change the way that we interact with one another and the world."

A Google spokesperson said, "The Bump team has demonstrated a strong ability to quickly build and develop products that users love, and we think they'll be a great fit at Google."

Bump's idea, to connect the physical world with digital devices and cloud services, was an ambitious goal. It's also a challenging one. Many people send their contact information to people over email or text. Connecting in the real world with businesses is a big opportunity--many companies are trying to address this through payments and loyalty apps--but the company did not (or could not) make that move.

For now, the Bump and Flock apps will continue to run and be available for consumers.