

## A Dot-Com Phoenix Reborn In Web2.0

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Extensively blooming through year 2006, Web2.0 has formally been the hottest topic in the UK's internet industry. News from Internet World 2007 shows that Web2.0, expected as the next generation of web platform, is dominating the array of keynotes and practical seminars in this year's event, while Search Engine Marketing was the leading actor in last year.

The overwhelming interest on Web2.0 leads to a large amount of companies jumping on this IT bandwagon. Unlike many other blindly followers, Boo, one of the most high-profile failures of the dot-com crash in 2000, has been rebranded and launched recently as a user generated travelling content website, involving customer reviews and social networking functionalities. The new site was built up by using Ajax and PHP. Boo.com's chief operating officer believes that they are growing their business on solid foundations and going to succeed.

However, some people doubt that Web2.0 technology companies might suffer the same fate as happened to many online companies in year the 2000 frenzy. It seems that too many companies with very similar look are making a big bubble. As far as I know, 43places.com, one of the very first featuring Web2.0 sites, has been doing similar things as boo.com. There are also a couple of Chinese websites like tuniu.com and others' names are very easy to be forgotten....

So, what's the fate of boo.com? Let's keep eyes on.