

Xiha Life crosses language borders

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The Xiha Life social network, which was created in Finland, is expanding rapidly. The multilingual network has more than a million users every month.

Seeking to join Facebook, LinkedIn and Myspace, which are all well-known, worldwide social networks, is another, the Finnish Xiha Life, which differs from the others in that it is multilingual and multicultural.

“Worldwide social networks are generally based on the English language, but not everybody can speak it. We are creating a network where people who speak different languages can be in contact with each other,” says the founder of Xiha Life Oy, **Jani Penttinen**.

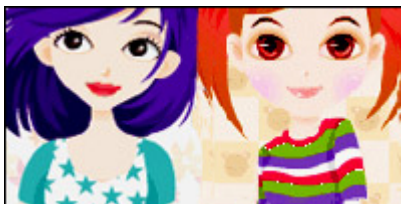
As a social medium, Xiha Life offers discussions, blogs, games, photos, music and friendship. Users can choose the languages they speak from the service, whereupon automatic language recognition shows only the part of the content understood by the users.

Fast growth

The company's growth targets were given fresh impetus when a private Chinese venture capitalist invested one million euros in the company at the beginning of the year. Boosted by the financing, the network should, Penttinen says, have a user traffic of ten million a month at the end of the year.

The investment led to the company moving its head office to Zurich, Switzerland and setting up Xiha AG, which owns Xiha Oy, a company operating in Finland, and the company's offices in the USA and Canada. The product development and technical functions are still in Finland.

The earnings logic of Xiha is based on products and services sold on the website. A considerable cash flow is already accumulating from games and hotel reservations sold on the pages. In the near future language courses will be included in the range of choices.



Xiha Life operates in 40 languages. The biggest Xiha social networks are situated in China, Brazil, Turkey, France and Poland.

*Xiha Life Avatars
(Photo: Xiha Life)*

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