



News Release

Contact:

Lisa Blair

FrameBuzz

Phone: 925-817-7022

media@framebuzz.com

Austin Fashion Week Adds FrameBuzz Streaming Commenting to Online Videos

*Major fashion industry event uses new social web application to
create deeper engagement around its video content.*

AUSTIN, TX – May 13, 2013 – Social video startup FrameBuzz, a web-based software company that lets users share comments and conversations as they watch videos, announced today the first major adopter of the FrameBuzz platform: Austin Fashion Week. The Austin fashion industry showcase is integrating FrameBuzz streaming commenting into its online video strategy to create deeper social connections around video content from the weeklong event.

FrameBuzz, a patent-pending web-based application, lets users add comments to videos moment by moment while they watch, and see comments from others play out at the specific time in the video they were made. The new social application creates a dynamic discussion space for online video, allowing users to watch together even when they're not watching at the same time.

"Today's commenting systems treat online videos like a static web page," says Aaron Lindsey, FrameBuzz Co-Founder and CEO. "You can share a link to a video, but you can't share the experience of watching it. And the social tools that do let you do that, like Twitter, work only for live TV. We think it's time for a social experience that works for all types of content, no matter where you are or when you watch."

Setting the Scene for Austin Fashion Week

[Austin Fashion Week](#), a major fashion industry event in Austin, Texas, is using FrameBuzz as part of its social media campaign around the 5th Annual Austin Fashion Week, which ran May 3-11. The social video platform is adding real-time social interactivity to videos that were recorded at runway shows, soirees and other events throughout the week.

When fashionistas visit the Austin Fashion Week website to check out the action, they'll be able to share opinions, insights and debates about everything they see, as they see it. Designers, models and other industry insiders will also use FrameBuzz to annotate videos with expert commentary, and interact with their fans and followers worldwide.

“FrameBuzz gives our designers a way to interact directly with the public around their work, and provide blow-by-blow commentary on what people are seeing,” says James Leasure, partner, Austin Fashion Week. “That’s a degree of insight that people never had access to before unless they happened to be sitting next to a designer during a show. We think it’s a very powerful addition to our social media strategy.”

About FrameBuzz

FrameBuzz is a social video platform that lets people share comments and conversations around online video content on sites across the web. FrameBuzz creates a new viewing experience for online video, letting people interact socially as if they were viewing together live, even if they’re watching at completely different times. For websites, it provides a powerful new tool to better understand and target their audiences, and grow their brand. FrameBuzz is an Austin-based, privately held company. To learn more, visit www.framebuzz.com.

Follow FrameBuzz on Twitter at [@framebuzz](https://twitter.com/framebuzz) and on Facebook at www.facebook.com/framebuzz.

###