

## **FlipSeek LLC Helps Online Videos Get Interactive Facelift, Launching New Trend In Web Marketing**

**Cleveland, Ohio - January 8, 2008** – Get ready – online video is about to undergo a dramatic facelift that viewers will not only be able to see, but *touch*.

Live Link Video ([www.LiveLinkVideo.com](http://www.LiveLinkVideo.com)), released this month by growing interactive company FlipSeek LLC, combines standard online video with hyperlink technology. This creates a video (or *hypervideo*, as it has been referred to by the web industry) that viewers can interact with online. The technology makes it possible for viewers to click on objects *inside* the video and navigate to other web pages.

Imagine watching a fashion show online and being able to click directly on a model to purchase the outfit. Live Link Video makes that possible.

Through developing these hypervideos, Live Link Video is breathing new life into the online video scene. Online viewers are able to interact with videos in the same way they interact with the rest of the Internet – by clicking on hyperlinked “hot spots” to open a new window with additional information.

For retailers, this could trigger a new trend in online marketing that is cost-effective, lucrative and appealing to customers.

Live Link Video offers a much-needed interactive boost to several online video genres, including commercials, product placement segments, store tours, product showcases, training videos, fashions shows, and movie trailers.

Samples can be found at: [www.LiveLinkVideo.com/samples.asp](http://www.LiveLinkVideo.com/samples.asp)

### **About FlipSeek LLC**

FlipSeek LLC ([www.FlipSeekLLC.com](http://www.FlipSeekLLC.com)) is an interactive company specializing in dynamic online media. Live Link Video and LivePrint are two brands under the FlipSeek LLC umbrella. Live Link Video combines the quality and accessibility of online video with the interactivity of hyperlinks. LivePrint converts printed publications (such as magazines, catalogs, and brochures) into fully interactive online publications.

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