

Klickpicks Launches; Focuses on Solutions for Monetizing Brand Videos and the Online Sales Experience

Klickpicks LLC launches a new business focusing on solutions for monetizing brand videos and the online sales experience for the retail, fashion and entertainment industries.

New York, NY – Friday, January 20, 2012 – Klickpicks, LLC announced today the launch of an exciting solution portfolio focusing on helping businesses monetize their commercial videos and online sales experience. Klickpicks provides video production, annotation solutions and offers a collection of high-value solutions supporting state-of-the-art design, development, and implementation of virtual animation-based sales environments.

Katherine A. O'Sullivan, co-founder and CEO stated – 'We are very thrilled about our ground-breaking range of video and online monetization solutions and the potential for clients to significantly exploit new revenue sources and product sales opportunities from leveraging their valuable video and online assets'.

In an age where the digital world and Main Street USA is oversaturated with adware, Klickpicks has successfully developed creative solutions, techniques and tools to expose targeted consumers to brands and their products with interactive and order-generating touch points based on genuine buyer values. Klickpicks has found a solution that an array of technology companies have had false starts with for a decade. Klickpicks has created and optimized a process to effectively monetize commercial videos and online shopping settings while at the same time reducing the adware pollution sprawl.

Key Klickpicks offerings include:

* Klickpicks Video Solution: provides end-to-end video production and annotation solutions that tag featured merchandise with information such as metadata, graphics, and URLs allowing consumers to purchase directly from the video.

* Virtual Shopping Experience Solution: provides solutions to design and develop animated online sales environments for consumers to virtually sample and purchase merchandise through video envelopes that combine product-centric animation, including avatars, and videos with traditional product themes.

Co-founder and COO Jose Pinto added, 'The digital arena is mission-critical in video production and Klickpicks is committed to the ongoing development of creative technologies to support our clients' short and long term needs.'

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About Klickpicks, LLC

Klickpicks is a New York headquartered innovative solution provider that delivers high-value outcomes to businesses in the retail, fashion and entertainment sectors, ensuring a level of certainty and excellence unrivaled in the industry.

Klickpicks focuses on assisting clients generate new streams of revenue through monetization of their video and on-line product sales experience. Klickpicks provides video production, annotation solutions and offers a collection of high-value solutions supporting state-of-the-art design, development, and implementation of virtual animation-based sales environments.

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Keywords

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