

FramesDirect.com Releases Innovative New Walk-On Video Technology

New concept allows video guides to walk onto web pages to help customers.

Houston, TX ([PRWeb](#)) February 12, 2008 -- The owners of [FramesDirect.com](#), the leader in online eyeglasses, sunglasses, contact lenses and eyewear sales, are pleased to announce the launch of their innovative new walk on video guides technology.

The first video features Dr. Dhavid Cooper, CEO of FramesDirect.com. Upon the first visit to the home page of the FramesDirect.com web site, Dr. Cooper will walk onto the right side of the web page, introduce himself and give a brief description of the site and the many products. The visitor has the option of replaying the video at any time.

Once inside the site, additional video guides will be available. First to launch are guides for Costa Del Mar, Ray Ban, Bolle and Serengeti sunglasses featuring local Austin actress Nicole Taylor, who walks onto the screen to talk about each of these sunglasses brands.

"The walk on video concept was something we'd been thinking about for several months," said Dr. Cooper. "In late December we decided it was time to figure out how to do it. It took endless hours of research and trial and development by our brilliant creative and technology team to come up with a process that would work on the web."

"The creative, video footage, editing and technology were done entirely in-house by FramesDirect.com staff."

The video footage was shot at the company's Austin offices. Taylor, an Austinite who had been in the Miss Texas USA pageant and who had also been featured in the movie Miss Congeniality, was one of three models interviewed and was chosen because in her trial videos she appealed to both genders and a broader age range.

In addition to the walk-on, Dr. Cooper will be featured in a number of videos highlighting brands within the online eyewear catalog of FramesDirect.com. The first to go live will be for Wiley X and Costa Del Mar sunglasses. For 2008, more videos are planned, including instructional videos to help customers with their lens, frames and contact lens selections.

FramesDirect.com is a 24-hour/7-day-a-week eyewear store that went online in 1996 and currently features over 116,000 products, including [eyeglasses](#), sunglasses and contact lenses as well as a patented online technology for trying on eyeglasses, sunglasses and frames online.

About FramesDirect.com

Dr. Dhavid Cooper and Dr. Guy Hodgson have been in practice for over 20 years and founded FramesDirect.com in 1996. With offices in Houston and Austin, the family of optical websites includes <http://www.framesdirect.com> , <http://www.binocularsdirect.com> and <http://www.gogglesdirect.com> . FramesDirect.com can be reached at 1-800-248-9427.

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