



[July 15, 2009 09:15 AM Eastern Daylight Time](#)

VMIX Reseller Program Gains Momentum as Fuel Interactive Adds VMIX Online Video Platform to More Than 30 Customer Sites

Builds Visitor Interaction and Drives Reservations for GeoDomain, Golf and Leisure Sites

SAN DIEGO--([BUSINESS WIRE](#))--VMIX (www.vmix.com), a leading video and digital media platform provider, today announced that South Carolina ad agency and reseller partner Fuel Interactive is using VMIX video players and widgets to power online video on more than 30 tourism-related sites based in that state.

“Fuel Interactive had two key requirements – to deliver high-quality video, and to make implementation and maintenance for all of their customer sites as simple as possible,” said Dan Charleston, Senior VP of Business Development at VMIX.

“The flexibility of our players and widgets makes it easy for Fuel to customize the video experience on each of these sites. And the simplicity of the VMIX workflow and management tools allows site administrators to publish media with very little guidance post-launch.”

Fuel Interactive says that the sites, for businesses based in the Myrtle Beach and Charleston areas, range from local broadcast news and publishing sites to golf vacation and resort properties. As a reseller partner, Fuel is able to customize standardized VMIX players and media widgets to blend seamlessly with the design and styling of each site, which allows them to easily add video and meet the varying requirements of their clients.

“For some of these sites, we needed to focus on engaging visitors and building online readership,” said Will McIntosh, CEO at Fuel Interactive. “Adding crisp, high-quality video extends the length of user sessions, encourages interaction in the form of video comments and ratings, and ultimately drives resort and golf reservations, as we have seen on several properties like Myrtle Beach Hotels (www.myrtlebeachhotels.com) and *On the Green Magazine* (www.onthegreenmagazine.com). If you can see the layout of the course and the breeze in the trees on the green from the perspective of someone walking it, you can imagine yourself there.”

McIntosh also noted that some sites are using VMIX technology designed to encourage a sense of community. In addition to using video widgets to deliver US and world news, WLCN TV (www.wlcntv.com), for example, had Fuel add the capability for viewers to submit their own stories, photos and video clips to expand their local news coverage.

“VMIX widgets and upload forms make it easy for website publishers to add this kind of capability,” said Dan Charleston. “Building up user engagement and interaction has never been easier.”

About VMIX

VMIX Media Inc., (www.vmix.com) is a leading provider of online video and media management solutions. The company is the trusted partner of news, entertainment and enterprise companies including Penguin Books, Tribune Company, The McClatchy Company, Scion, ABC's Dancing with the Stars, and Post Newsweek Television Stations.

Contacts

VMIX

Kiran J. Umapathy, 858-792-8649 x155