

FOR IMMEDIATE RELEASE

CONTACT:

Corey Finjer
Hawkins International PR
(212) 255-6541
Corey@hawkpr.com

TINT SOCIAL DISPLAY PLATFORM UNVEILS NEW INNOVATIONS FOR MAXIMUM SOCIAL ENGAGEMENT

San Francisco-based social display platform enhanced with Chromecast access, customized posts and calls to action

June 3, 2014 (San Francisco) – Presenting social media feeds for attention-catching display just got more affordable and effective with new innovations from [Tint](#). The San Francisco-based technology startup's eponymous social engagement platform can now be utilized via [Chromecast digital media player](#), enhanced with **customized posts**, and provides opportunity for a **new social revenue stream**. Result? Better value and more effective use for clientele across a wide array of industries.

Noted Tim Sae Koo, CEO of Tint: "Like social media itself, there is no end in sight for what Tint can offer brands seeking to maximize their social media feeds for exposure and return. These new innovations are inspired by client demand for enhancements that enable them to save as well as make money from Tint."

Tint's social engagement platform provides the ability to collect and curate social content through any hashtag, social feed or tagged location. This creates a social story displayed anywhere, personalized via elegant and responsive templates. Posts can be curated and moderated to reveal only the most desirable and applicable content, and arrayed for display on backdrops from websites and mobile apps to televisions and Jumbotrons. With advanced analytics features, Tint can be used as a measuring tool to further develop digital strategy based on real data.

Tint has already been utilized by more than 40,000 brands around the globe – from Nokia to Loews Hotels, to The Dallas Cowboys – to harness the power of social media for myriad presentation needs. New innovations include:

Introducing Chromecast Technology

- Tint can now be displayed on TV screens inside retail stores, restaurants, and hotel lobbies via Chromecast technology. Chromecast is a pinky-sized (i.e., less than three-inch) digital media player developed by Google to stream audio and video content directly from the Internet or a local network to a high-definition television via WiFi. Widely available at online as well as at brick-and-mortar retailers, a Chromecast "stick" runs about \$35, making Tint's services more affordable and accessible than ever. With Chromecast, any monitor or smart screen with an HDMI port can be transformed into

a Tint screen, eliminating the need and associated costs of a more elaborate audio-visual system to display social media feeds in public spaces.

Customized Posts Changing the Game of Advertising

- Tint is changing the game of social advertising with their new custom post feature. Rather than advertising on Facebook or any other social media platform, users can create customized posts directly on their dedicated Tint, thus engaging visitors directly when viewing Tints on their websites. These custom posts can be displayed anywhere, even pinned to the top of a page where they will continue to draw eyes until customized anew. This feature gives Tint customers an opportunity to sell sponsored content to their feed without the necessity of a third party.

A New Social Revenue Stream

- Clients can further monetize their social media with custom calls to action on Tint. From “shop this look” to “donate to our cause,” a call to action is an effective way to encourage viewers to stop perusing the social media content via Tint on your website and start buying. For example, whenever your audience uses a hashtag to describe your products on Instagram, feeding into your website through Tint, a new customer can purchase that product right below the hashtagged photo through the custom call to action button. E-commerce retailers and non-profit organizations in particular have expressed strong interest in the ability to display calls to action on Tint, the better to amp up the return on their social media investment.

For more information on Tint, visit Tintup.com.

#



About Tint

Tint is a social engagement platform that enables users to aggregate, moderate and curate social media feeds from a wide array of sources for display on everything from mobile apps to event-sized jumbotrons. Based in San Francisco, Tint was founded in 2013 by three University of Southern California graduates and blossomed into a million-dollar company in less than a year under leadership CEO Tim Sae Koo. The company’s nine-member “Team Tint” currently counts more than 40,000 brands around the world including automakers, restaurants, sports teams, hoteliers, e-commerce brands and brick-and-mortar retailers. Constant innovation, transparency and authenticity are key attributes that have enabled Tint to prosper in the crowded social media arena. For more information visit www.tintup.com