

For Immediate Release

Contact: Vicky Bugbee
Vicky@BProductions.com
914-260-9016

B Productions ♥'s the Digital and Social Experience of Fashion Week

New York: For Fashion Week Fall 2012, **B Productions** has set its sight on live streaming and social networking for many of the leading designers who will show this February. To kick off this season, B Productions will film and stream **The Heart Truth 10th Red Dress Collection** at the Hammerstein Ballroom. Participating celebrities who will walk the runway include **Aisha Tyler, Chaka Khan, Christie Brinkley, Jenna Elfman, Minka Kelly, Rose McGowan, Gloria Estefan, Rebecca Romijn** and more. Known for their stunning HD runway shows, B Productions, helmed by Emmy-winning director **Bill Marpet**, is handling the logistics to take their footage directly to viewers on their site, Facebook as well as their sponsors' websites and Facebook.

For other shows like **Tory Burch** and **Calvin Klein**, B Productions has also brought in **Clipsync** to create unique players that allow the viewers to interact online. Clipsync is the leading social TV and viewer engagement company and has worked with Viacom, CBS, MTV, and IFC.

"We were inundated with requests from designers to provide high quality live streaming that would match the production level of their runway videos," comments Marpet. "Over the summer, we invested in our own encoders to give us hands-on control to insure flawless webcasts. They worked beautifully during the Spring 2012 shows last September," states **Russell Quyy**, Digital Media Strategist of B Productions.

According to **Paul MacDougall**, B's Technical Producer, "The Cisco Spinnakers allowed B to convert video and compress it into the highest quality for internet distribution." All agree that the Marc Jacobs Spring 2012 show with split screens that streamed simultaneously and the Calvin Klein Spring 2012 audience interactive show set the bar for streaming.

For the shows at **Mercedes Benz Fashion Week** B's Stream Team works closely with **IMG** to provide the designers with live streaming solutions for **Lincoln Center**. For off-site shows B's tech staff coordinates the live stream logistics, brings in bandwidth, satellite trucks, and encoders. **Andy Biskin**, B's Production Manager for the past 25 years, supervises the production of all of the 100 runway shows.

For the Heart Truth, B Productions is also creating video and digital media services for their **Multimedia News Release (MNR)**. This digital rush service is a branded micro-site that features the runway show, backstage B-Roll, press releases, photos and links to the designer site. B edits and posts the videos within a few hours of the event for media and social networks to download broadcast quality video.

About Us

B Productions is the leading production company specializing in filming and streaming fashion runway shows and live events. Since Fashion Week launched in 1993, B has been the production company of choice for the leading designers as well as an emerging talent. Each year, B shoots over 400 runway shows and presentations. Projects include Mercedes Benz Fashion Week at Lincoln Center, CBS's special "The Making of Fashion's Night Out," "The Runway Reports," a web series for Women's Wear Daily, "FN Shoestar" a web based design contest for The Fairchild Group and "Project Runway." **To see the reel please visit www.BProductions.com.**

