

For Immediate Release

FastFit360 Announces ‘Burst’ Mobility Features for e-sampling® ***Fashion Retailers and Brands Can Capture, Upload, Annotate Videos on the Go***

LAS VEGAS — January 6, 2014 — FastFit360 has added new mobility features, called Burst, to its [FastFit360 Cloud](#) social communication solution for fashion workflow management. The name “Burst” harkens to the burst mode of photography for capturing multiple photographs in quick succession. In a unique technological development, FastFit360 has applied the burst concept to video. FastFit360 Burst is ideal for capturing on-the-fly videos from the runway to the street, from the fitting room to nature — anywhere, anytime the user encounters imagery for design inspiration, construction ideas, fit guidance, or color and trend direction.

Apparel brands and retailers can use Burst to capture videos with their iPhones, iPads or Android devices, and upload video files to FastFit360’s cloud computing platform. Users are then seamlessly presented with frames they wish to sort and annotate, enabling them to focus on product issues and share visual data with colleagues or business partners. FastFit360’s software-as-a-service technology automatically processes the video files into manageable frames so the user can quickly annotate and share only the most relevant visual information. The customer does not need to open multiple editing programs, send e-mails or attachments, or wait for large files to process. Instead, the entire one-step process of capturing and uploading occurs seamlessly and automatically inside the FastFit360 Cloud solution.

FastFit360 will be conducting live demonstrations of Burst at booth 2145 at the National Retail Federation (NRF) Annual Convention & Expo, Jan. 13-14, at the Jacob K. Javits Convention Center, New York. At the convention and expo, attendees also will have an opportunity to read all about [Patagonia’s use of FastFit360 technology](#) in the January 2014 edition of *STORES* Magazine, the official publication of the NRF.

“I love the saying, ‘Actions speak louder than words.’ With FastFit360, images speak louder than words. Our customers want new realms of freedom to capture and easily communicate visual information,” said Roxy Starr, executive vice president, design and development, FastFit360. “Great concepts and inspiration emerge suddenly in the world of fashion. Our customers must be able to leverage that visual information in a very impromptu, but effective, way. That’s what Burst delivers.”

Accessible through mobile device browsers, Burst is available standard, at no extra charge, to all FastFit360 customers.

FastFit360’s e-sample® process enables designers, product developers, technical designers, quality assurance officers, sourcing managers and other fashion professionals to communicate globally about apparel samples in a real-time, social media-type computing environment. The core technology is based on communicating visually through easy sharing of high-quality images and videos.

Before the release of Burst for FastFit360 Cloud, this level of sophistication in video capture and annotation was available only in FastFit® Studio. With the studio solution, FastFit360 outfits customer locations with calibrated cameras, backdrops, lighting, platforms and PC software for sharing imagery from live fit sessions. The studio technology remains the optimal choice for large fashion businesses which demand a controlled, consistent environment for evaluating fit, such as multi-national corporations with global product development hubs. However, Burst gives these companies and smaller businesses the flexibility to quickly capture and communicate about video imagery on a mobile basis.

For more information, visit <http://www.FastFit360.com>, e-mail contact@FastFit360.com or call US +1-702-997-1820. Connect with FastFit360 on LinkedIn, follow us @FastFit360, or join us on Facebook.

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About FastFit360

FastFit360's core technology delivers a revolutionary and refreshingly simple solution to fashion businesses requiring supply chain speed and visibility. The company's cloud-based software enables companies to communicate socially and visually during the critical sample-making process, addressing the needs of designers, technical designers, product developers, quality assurance professionals, sourcing teams and the executive suite — anyone, anywhere who needs easy access to real-time product information by style and by vendor. The FastFit360 Cloud and FastFit® Studio solutions work in unison for global, visually oriented communication for streamlined sample management, tracking and analytics. Learn more at www.FastFit360.com.