**Idomoo Launches Interactive Video Tool**

Idomoo has launched The Next Generation Video Platform designed to enable brands to update videos in real-time based on contextual signals such as location and give users interactive options such as being able to click on a product. Idomoo Chief Technology Officer and co-founder Danny Kalish says the platform "closes the gap between a static video and the dynamic, up-to-date, contextual web."

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[*https://www.mediapost.com/publications/article/365654/interactive-video-tool-could-help-marketers-update.html?edition=123216*](https://www.mediapost.com/publications/article/365654/interactive-video-tool-could-help-marketers-update.html?edition=123216)