

FrameCourier - Media Fact Sheet

Last updated: August 2026. For press inquiries: brian@framecourier.com

At a Glance

Product	FrameCourier - photo & video delivery platform for photographers and production companies
Website	framecourier.com
Operating company	WeDoVids, LLC
Headquarters	Dayton, Ohio
Founded (WeDoVids)	2018
FrameCourier public launch	August 2026
Founders	Brian Shaffer (Co-Founder & Lead Developer), Sarah Bennett (Co-Founder & Lead Photographer)
Pricing	Free (3 GB) through \$99/mo (2 TB); storage-based, no per-seat fees
Category	Client delivery / proofing / review software for creative professionals
Primary competitors	Frame.io, Pixieset, Pic-Time, Zenfolio, ShootProof

The Origin Story

FrameCourier began in 2018 as an internal tool at WeDoVids, a working video production and photography studio in Dayton, Ohio. At the time, WeDoVids was paying for three separate platforms to run its delivery workflow: Frame.io for video review, Dropbox for file transfers, and a separate tool for photo proofing - three logins, three monthly bills, and per-seat pricing that got expensive fast once an entire client team (a marketing director, a brand manager, an outside agency, legal, sometimes the CEO) needed access.

Co-founder Brian Shaffer, a developer since the early 1990s, built a rough, password-protected gallery page over a weekend to replace the tangle of Dropbox links and separate logins. The first client to receive a link asked, "Can we do this for every project?" WeDoVids kept using it, kept improving it, and within a few years every client delivery - photo and video - ran through the internal portal instead of Frame.io and Dropbox.

Word spread to other production companies and photographers facing the same problem. After eight years of refinement inside a working studio, WeDoVids rebuilt the tool for the public and launched it as FrameCourier in August 2026.

The Founders

Brian Shaffer - Co-Founder & Lead Developer. Began his career at IBM in the early 1990s, then spent four years as an independent computer programmer before moving to Oregon in 2001 to pursue video production. Produced his first feature documentary in 2004 (premiered at the Downtown Arts Center, Eugene, OR) and has worked with production companies on the west coast and in the midwest since. Co-founded WeDoVids with Sarah Bennett in 2018 and built the original FrameCourier prototype himself.

Sarah Bennett - Co-Founder & Lead Photographer. Award-winning business photographer based in Dayton, Ohio. Earned a degree in portrait and commercial photography from The Ohio Institute of Photography (1995) and began her career in news photography at the Springfield News-Sun and Dayton Daily News. Shifted toward videography in 2014, partnering with Brian on business videos, brand documentaries, and event livestreaming. Active member of the Professional Photographers of America (PPA).

Brian and Sarah have known each other since high school (1988) and bring a combined 60+ years of experience in photography, video production, and technology to the product.

What Is FrameCourier

FrameCourier is a SaaS platform that lets photographers and video production companies deliver, review, and approve creative work in one branded client portal. It's the only platform on the market that combines full photo gallery delivery (RAW support, watermarking, proofing) with structured video review (timestamped comments, revision rounds, versioning and approval) - without per-seat pricing. Every plan, including the free tier, includes unlimited team members and unlimited clients.

Headline Differentiators

- **The only platform combining photo delivery and structured video review.** Frame.io has no photo galleries or RAW support; Pixieset, Pic-Time, Zenfolio, and ShootProof have no timestamped video review. FrameCourier is the single tool for studios doing both.
- **No per-seat pricing, ever.** A 5-person studio typically pays \$149/mo for Pixieset + Frame.io Team combined. FrameCourier Pro replaces both for \$49/mo with unlimited team members and unlimited clients on every plan, including free.
- **Ask Milo** - an AI assistant available as a floating chat widget on video review and Projects, grounded in transcripts, AI summaries, and every review comment, so anyone on the team can ask "what did the client say about the intro?" instead of re-watching footage.
- **AI-powered search** across photos, videos, and transcripts - including on-screen text and visual content nobody manually tagged.
- **Projects** - an optional workspace that groups a client's galleries, videos, model releases, and files into one page with an AI-generated overview and activity digest, so studios running multi-deliverable engagements aren't stitching together separate links.

The full feature set below covers everything else the platform includes - proofing, watermarking, licensing, security, and more - all bundled into every plan at no extra cost.

Complete Feature List

Photo Delivery

- Photo galleries - bulk upload, automatic thumbnails, full-size lightbox viewing
- JPEG, RAW, and Photoshop (PSD) files in one gallery - automatic in-browser previews, so clients can view PSDs without downloading them
- Searchable galleries (name, tags, keywords)
- Add photos to a gallery at any time
- Gallery cover image & custom welcome message
- Photo proofing - clients star favorites, tracked per user; guests can proof without a login via gallery shortlinks
- Per-photo comments with inline studio replies
- Automatic watermarking (placement & scale control)
- Embedded copyright/EXIF metadata written into every downloaded file
- Licence builder - generate photo/video licences from company details
- Licence terms and marketing materials bundled into ZIP downloads
- ZIP downloads, including large galleries built in the background and delivered by email link
- Shortlinks with expiry and optional password protection, plus downloadable QR codes
- Client-created shortlinks
- Content protection - publish/unpublish, right-click blocking, per-gallery download control
- Gallery curation (feature/highlight best shots)
- Photo slideshows - turn a gallery into a downloadable music-video-style slideshow (pick & reorder or shuffle specific photos, transitions, soundtrack, music preview); slideshows organize into per-gallery collections that can be published; clients can generate their own if allowed
- AI photo tagging - automatic categorization

Video Review

- Video collections - bulk upload, animated thumbnails, in-browser playback
- Audio uploads - MP3, WAV, M4A/AAC, and FLAC accepted in video collections
- Timestamped comments, auto-captured to the exact moment - optionally marked as a time range (e.g. "0:10-0:17") to flag a whole section
- Visual annotations - draw arrows, shapes, and highlights directly on the video frame
- Revision rounds with resolved/open tracking
- Video versioning & client approval workflow
- Side-by-side version comparison - play any two versions at once with synced playback and an adjustable offset
- Subtitle/SRT support
- Auto-generated subtitles (AI transcription), fired automatically on upload

- In-browser subtitle editor - correct captions with live preview
- Automatic mobile/cross-browser compatibility - incompatible uploads (e.g. iPhone HEVC) are silently re-encoded to H.264/AAC so playback works everywhere
- AI video summaries generated from the transcript
- AI social-clip suggestions - AI identifies the best moments for social media
- Ask Milo - floating AI chat widget (plus a dedicated tab), grounded in transcript, client summary, review comments, and AI-captioned comment frames; also generates licences and contracts; maximize to full screen for reading long answers
- Video watermarking
- Video shortlinks & QR codes with expiry and optional password
- Controlled downloads per collection and per shortlink
- Download an entire collection as one ZIP - every video in a single file, built on request while you wait, or (for large collections, over 4 GB) assembled in the background and delivered by email link; clients get the same button whenever downloads are enabled
- Licence terms displayed on every collection
- No-login guest comments on single-video and whole-collection shortlinks
- Print/export a video's review comments to PDF, with on-demand frame screenshots

Projects

- Projects - an optional per-client workspace that groups a client's galleries, video collections, model releases, and uploaded files (logos, documents, etc.) onto one page
- Admin and client project dashboards, each linking back to the client; client-side visibility is a company-level toggle
- Company-authored project brief plus dated project updates - each update is an internal team-only note by default, or can be posted as client-visible; every update carries its own comment thread emailed to everyone on the conversation
- "Update from Milo" - AI-generated project overview and rolling activity digest (uploads, publishes, comments) refreshed automatically
- Ask Milo project chat - floating AI assistant scoped to the project (admin sees drafts, releases, and the client's pinned news; clients see only published content), for questions beyond the automated overview
- Project-linked release QR code - model releases collected on-site and pre-linked to the project, no manual linking step

Tasks

- Task tracking - a studio to-do list built into the platform: title, description, four priority levels, due date, one assignee, and a five-stage status (Waiting, In Progress, Assigned, Waiting on Customer, Closed)
- Tie a task to a project (inherits that project's client), to a client directly, or keep it purely internal
- Time tracking - log hours against a task as dated entries with notes; the task keeps a running total and full history, nothing overwritten

- Attachments & comment threads - drag-and-drop files that preview inline, team-and-client discussion, with email notifications on assignment, status change, and new comments
- Automatic due-date reminder emails to the assignee at 3 days out, 1 day out, and once overdue
- Dashboard "due soon" heads-up box - each team member sees their own open tasks due within two days or overdue at the top of the dashboard, overdue-aware, hidden when the list is empty
- Optional per-task client visibility - clients can follow status, due date, total time logged, and attachments, and post their own comments, without being able to edit any field (company-level toggle, off by default)

Team, Clients & Platform

- Unlimited team members and unlimited clients on every plan - no per-seat fees
- Multi-user teams (every employee gets their own login)
- Restricted team members - a scoped role that confines a teammate to only the clients and projects you explicitly grant them (built for contractors, freelancers, and part-time staff); everything outside those grants is hidden, including from search and direct links
- Self-serve profiles - any team member edits their own name, email, and avatar and changes their own password from a Profile page, without needing an admin
- Email-verified sign-up - new company accounts confirm their email address via a one-time link before the first login (admin-added teammates and invited client contacts are unaffected)
- Multi-user clients (art directors, producers, and outside agencies each get a scoped login)
- Model & property releases - permanent per-client QR code, in-browser e-signature, PDF/CSV export, in-app notifications
- Contracts - draft, save, and template pre-shoot service contracts per client (or project); send (and resend) a signing link or QR code and see when each was last sent; clients e-sign in-browser; PDF/.txt export (optional, admin toggle)
- QR code generator for any link
- Unified media search across photos, videos, and video transcripts - with one-click ZIP download of every matching photo and video in a single file (licence and marketing files bundled in) and per-item preview
- Two-way client asset exchange - companies share brand assets with clients, and clients can upload their own files (logos, briefs, references) back for the studio to use
- AI-powered client information summaries
- Dashboard intelligence - engagement insights, plus an AI "what needs attention next" summary on each project card
- Dashboard configuration - choose which sections (Projects, Galleries, Videos) and tabs (Activity Timeline, Client News) appear on the company dashboard.
- Client News - nightly Google News monitoring per client (business name + city + state), 15 headlines on the client's News tab with pinning, latest-per-client on the dashboard; on by default for new clients, and pinned headlines can get a one- to two-sentence AI summary that also feeds project Ask Milo. Internal only.
- Client activity log - see who viewed and downloaded what, when, and from where
- Editable custom subdomain

- Fully branded client portal (logo, favicon, accent color, login background, and subdomain - even on the free plan)
- Website embeds - drop galleries and videos onto any website
- Referral program - earn +1 GiB of storage per verified referral, up to 20 GiB
- Company-branded login page and gallery cover image/message

Security & Trust

- HTTPS/SSL on every subdomain
- Two-factor authentication
- Forced password change - admin-invited teammates must replace their emailed temporary password with one of their own before they can reach the admin area
- Fast, reliable delivery worldwide, with built-in protection against outages and attacks
- Private-by-default access - each client sees only their own deliverables
- Revocable, expiring, and password-protected links
- Content protection - watermarks, right-click blocking, embedded copyright metadata
- Full data ownership - export or delete galleries and account data at any time, no lock-in

Pricing

All plans include every feature listed above - there is no feature gating by tier. Plans differ only by included storage.

Plan	Storage	Price
Free	3 GB	\$0/mo - no credit card required
Starter	100 GB	\$19/mo
Pro (<i>most popular</i>)	500 GB	\$49/mo
Studio	2 TB	\$99/mo

Additional storage: **+\$5 per 5 GB**, any plan, any time.

Cost comparison: a 5-person studio needing photo delivery and video review typically pays for Pixieset (\$24/mo) *plus* Frame.io Team (\$25/seat x 5 = \$125/mo) - \$149/mo for two disconnected tools. FrameCourier Pro replaces both for \$49/mo with unlimited users.

Competitive Landscape

FrameCourier sits at the intersection of two categories that, until now, required separate tools:

- **Video review platforms** (Frame.io) offer strong timestamped-comment workflows but no photo delivery, no RAW support, no watermarking, and per-seat pricing that scales expensively with team size.

- **Photo delivery platforms** (Pixieset, Pic-Time, Zenfolio, ShootProof) offer polished galleries and proofing but little to no structured video review - no timestamped comments, no revision rounds, no versioning.

FrameCourier is the only platform that does both, in one branded client portal, without per-seat fees.

Company Background

FrameCourier is a product of **WeDoVids, LLC**, a video production and photography studio based in Dayton, Ohio, founded in 2018 by Brian Shaffer and Sarah Bennett. WeDoVids continues to operate as a working production studio (wedovids.com) serving commercial clients, and FrameCourier - used internally at WeDoVids for eight years before its public launch - is the studio's software product.

Boilerplate

About FrameCourier FrameCourier is a photo and video delivery platform built by production studio WeDoVids, LLC. It combines photo galleries with RAW support, watermarking, proofing, and automatic slideshow videos alongside structured video review with timestamped comments, revision rounds, and version approval - all in a fully branded client portal with unlimited users, embeddable galleries, model releases and contracts with e-signatures, per-client project workspaces, a built-in team task tracker, and two-factor authentication. Learn more at framecourier.com.

About WeDoVids, LLC WeDoVids is a video production and photography studio based in Dayton, Ohio, delivering commercial projects for clients since 2018. Co-founded by Brian Shaffer and Sarah Bennett, the studio brings together decades of combined experience in technology, photography, and video production. Learn more at wedovids.com.

Executive Quote

"We were juggling Frame.io for video review, Dropbox for transfers, and a separate tool for photo proofing - three logins, three bills, and a cost that kept climbing as our team and client list grew. We built FrameCourier to give studios like ours one platform, unlimited users, and every feature on every plan - including free - so growing your team never means paying more just to add a seat."

- **Brian Shaffer**, Co-Founder & Lead Developer, FrameCourier

Media Contact

Email: brian@framecourier.com **Media Kit:** framecourier.com/media-kit (logos, press release, fact sheet) **Press assets** (logo, product screenshots, founder photos): available on request.