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UK Startup Aims to Reinvent Online Discussion with Real-Time Forum Service

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LONDON, UK – Today, London-based start-up [PlushForums](#) launched its new real-time discussion platform in a bid to reinvent the internet forum for the modern era.

With a clear, minimalist design and $49 per month price tag, the cloud-based service promises to make community sites more engaging and affordable for groups of all sizes.
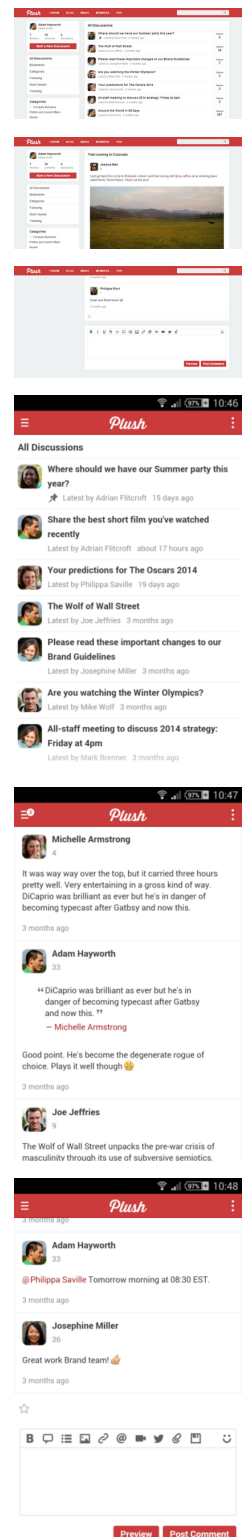
Real-time group discussions are at the heart of the platform, but PlushForums also includes an integrated blog, private messaging and member directory. The company say they are taking the pain and complexity out of running a community site, offering a wide range of features out of the box.

"The classic internet forum has always been the best way to engage communities online," says Adrian Flitcroft, PlushForums Founder, "but they desperately needed a more modern user experience, especially on mobile devices. We're making forums simpler and easier to use."

With prices starting at $49 (around £30) per month, Flitcroft adds "PlushForums is an affordable way for communities to build their own online home, without the hassle of managing their own servers and software."

PlushForums has officially launched its [forum hosting service](#) after a one month beta period. Existing customers range from tech companies in San Francisco and Israel, to a small design firm in Oklahoma.

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