

Facebook Promotes Portal in Series of Videos on Facebook, Instagram and Twitter

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Move over, Muppets: The humans are back to promoting Facebook's Portal, Portal Mini and Portal TV video-calling devices—specifically, Kim Kardashian West, Jennifer Lopez and Alex Rodriguez.

Facebook debuted a series of three videos on Facebook, Instagram and Twitter Wednesday featuring the three stars, saying that Lopez and West have been friends for years, and Rodriguez, who is engaged to Lopez, is now part of the mix.

The videos will feature the three stars using video calls via Portal to stay in touch, and the first one in the series, Quality Time, focuses on West and Lopez swapping beauty tips and sharing secret holiday plans, trying to maintain secrecy when Rodriguez shows up.

Facebook debuted its original Portal in October 2018, and it introduced an updated version of that device, as well as the Portal Mini and Portal TV, in September.

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