PictaCrop

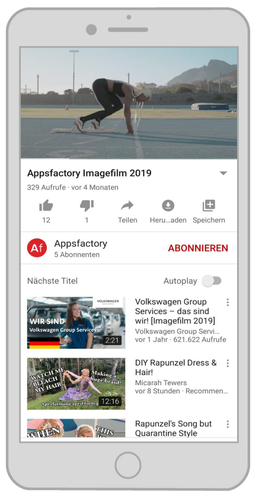
AI BASED DYNAMIC VIDEO CROPPING

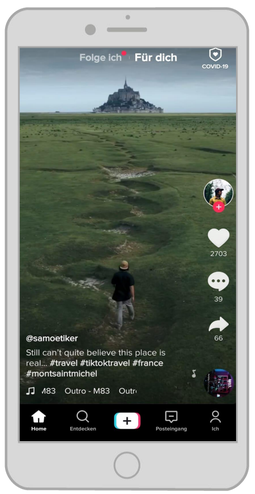
Appsfactory

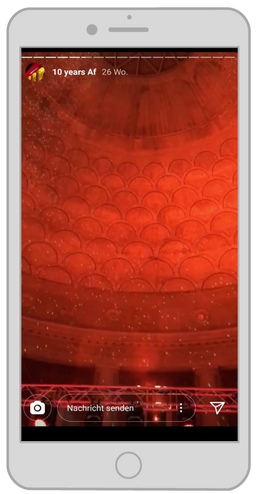
USER BEHAVIOR IS CHANGING

PORTRAIT MODE VIDEO CONSUMPTION

- In times of TikTok, YouTube, Instagram, Snapchat and Twitter, 82.5% of users hold phones in portrait mode when on a video site*
- Due to 5G, mobile speed increases dramatically: nearly four-fifths (79%) of the world's mobile data traffic will be due to the transmission of video data by 2022**





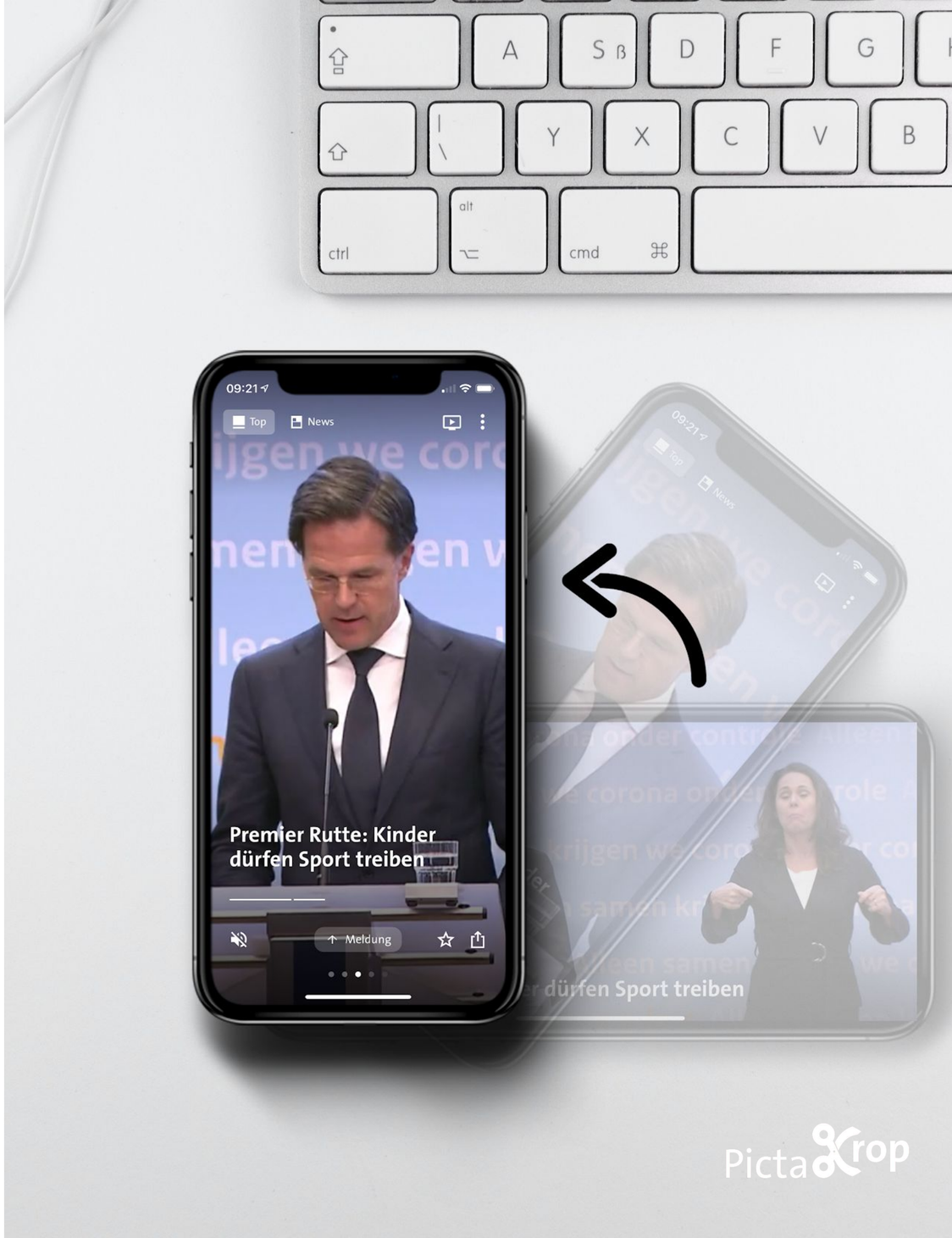


*https://whatsnewinpublishing.com/video-content-consumption-to-increase-dramatically-with-mobile-traffic-poised-to-reach-1-trillion-gigabytes-in-3-years/
**https://www.scientiamobile.com/how-do-mobile-video-viewers-hold-their-phone/

SOLUTION

AI BASED DYNAMIC VIDEO CROPPING – PICTACROP

- Makes full screen display of videos within apps in portrait and landscape mode possible
- AI based cropping of videos to portrait mode
- Optional fast and easy editing of videos
- Web-App with fast WYSIWYG Editor while editing
- one video stream for both orientations, users can easily switch modes while viewing



HOW DOES IT WORK?

- Pictacrop uses AI for face detection and scene detection to determine the most relevant views
- The 16:9 (or 18:9) video is dynamically cropped on screen on the device

IN A NUTSHELL

- Record your videos in any format – Pictacrop processes metadata so that smartphone clients can crop footage automatically
- Manual setup of camera panning
- User-friendly editor for individual frame selection – saves time and money
- Live preview of edited footage

PERFECT VIDEO CLIPS FOR

CONTACT US

DR. ROLF KLUGE

CTO

info@appsfactory.de

Appsfactory GmbH

Nikolaistraße 28-32

04109 Leipzig

Germany

Appsfactory