

CLIPGENERATOR™ EDITOR

Clipgenerator™ Editor enables the simple creation of corporate, advertising and product videos for **commercial Users**.

Target Audience:

Webmasters and Web Designers, Small Businesses and Advertising Agencies in need of a affordable alternative to current video creation technologies. Clipgenerator™ Editor has been effectively used by **Hotels, Caterers, Estate Agents, Online Shops, Car Dealers, Tradesman** and many more.

Features:

- Online video creation tool for commercial Users
- An array of suitable music and animation templates
- Videos can be easily embedded into websites, downloaded for use in corporate presentations or uploaded to video portals to increase page ranking
- Videos are hosted and streamed by Trivid, saving further costs to the commercial User
- Clearing all rights for commercial use of the music Music comes fully licensed and is legally usable in commercial videos
- Videos are stored in an account allowing the User to access and edit clips in the future
- Flexible licensing options are available for businesses of all shapes and sizes

Product Description:

The use of emotional multimedia videos which sum up all the important elements in a compact form is becoming increasingly important to participants in the online business world. This includes all professions and businesses with a website on the internet. Clipgenerator™ Editor closes the gap between the presentation of simple photos and explanatory texts and expensive, professional video production. Clipgenerator™ Editor allows you to compile and manage video clips easily, using photos, texts and music to produce a **comprehensive package and full-service model**.



The video online editor is also offered separately as a white-label licence for corporate clients and can then be used for product, image or advertising film production within a website or a portal. The user of the online editor loads the images he wants to use for his corporate, image, advertising or product clip into the editor. The sequence of the images may be changed at will. Logos or texts can be added to each image. The user has a choice of various music titles with prepared effects and animations. The current version of a video clip can be shown and re-edited in the editor at any time. Video clips can be stored and downloaded. The videos can then be distributed easily on the user's own website, in e-mails, as a link or in video portals using the **publishing function**.

The licence model is flexible with regard to the number of video clips generated and the period for which they are used. **Use is free of charge for the first 4 weeks**. All functions can be tested during this trial phase. There are various business models for the white-label corporate licence.

Business model

Trivid makes an online video editor based on Adobe Flash technology available to its Clipgenerator™ Editor customers. The video editor was developed by Trivid and uses the **patented Clipgenerator™ technology**. Trivid also provides the entire infrastructure for storage and streaming of clips. Apart from having its own computer centre, Trivid also cooperates via decentralised cloud computing systems to ensure **high availability and reliability of its IT infrastructure**. Trivid has **contracts in place with rights holders to enable commercial use of the music titles**. Clipgenerator™ Editor users purchase licences to compile and publish video clips depending on their individual requirements. The income is used to provide the service, to pay streaming and hosting fees and to cover music licences.

If you have further questions, please do not hesitate to contact us.

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