

CLIPGENERATOR™



Create multimedia video clips using your private pictures and legally sourced music (pop music) in three easy steps with Clipgenerator™.

Target Audience:

Private Users of all ages interested in converting their static image content into dynamic videos to be shared with friends and family in online communities and social networks.

Features:

- Large selection of music titles and animation templates
- Videos can be easily distributed via email, video portals or online communities
- Download capability offered
- Completely legal solution using pre-cleared music from various publishers
- Financed by online advertising

Product Description:

People like to share their experiences with friends. Clipgenerator turns images of these experiences into multimedia video clips in just a few steps. The user is also offered a selection of popular music from various genres. The music includes tracks from the current charts for which a licence is required (GEMA). Together with the music, the user also selects the template for the effects and animations used in the video clip. The user has the option of adding text to each image once the photos have been uploaded. The video clip is automatically compiled in real time from the images, texts and music by the Clipgenerator system. The finished clip can be sent to friends or posted on your profile in a social community such as **Facebook** or **MySpace** for all your friends to see.

The service is **free of charge** for the user. In return, advertising will be incorporated into the clip to finance the music rights.

The Clipgenerator service is not only available on the website www.clipgenerator.com, but can be integrated as a "**white-label**" **service** into video portals and communities.



Examples of **applications** are video portals such as MyVideo, Clipfish, Sevenload and Dogspot, or social community sites such as Facebook, MySpace and Bebo.

Licence and business model

The compilation of multimedia clips comprising music, images, texts and animations has been patented. Trivid has agreements in place with music labels, publishers, artists and collecting companies such as GEMA. The use of all music titles has been legally verified. Income is generated by incorporating online advertising in the Clipgenerator clips when they are viewed. This income is divided between the content suppliers in the value-added chain according to a defined, transparent system.

Clipgenerator is the only legal, validated option enabling private persons to combine their own content with music subject to licensing regulations. Clipgenerator makes the application available via an API for other portals, video platforms and communities as a widget in the design and to meet the special requirements of the website.

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

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