

simpleshow now combines animation, AI avatars & real footage

The new video integration allows businesses to combine the power of animation and AI avatars with the authenticity of real footage – all within the simpleshow platform.

August 20, 2025 – [simpleshow](#), the AI-powered explainer video platform, announces the release of a new feature that allows users to integrate video footage, such as interviews, product demos, screencasts, or branded intros and outros directly into their explainer videos. This enhancement facilitates creating dynamic and diverse video content – without the need for external editing tools.

The integration offers flexibility to insert video clips as full scenes, as standalone video spots, or as background elements. This opens the door to new creative possibilities, from more credible product marketing videos to engaging leadership communications. It also enhances brand storytelling with authentic emotional visuals and cinematic appeal, boosting audience engagement.

The upgrade represents a shift in the corporate communication world towards format variety and a growing thirst by audiences for blended formats.

"Our users now have the best of both worlds," says Dr. Sandra Boehrs, Chief Marketing Officer at simpleshow. "They can combine the clarity of animated storytelling with the emotional power of real-life moments. simpleshow is a one-stop video solution for our clients offering a whole new level of flexibility, simplicity, and connection."

Following the successful release of digital avatars earlier this year, simpleshow now offers even more depth, variety, and personalization potential. The feature's fully customizable options allow for seamless integration of multiple visual elements within simpleshow's intuitive one-click video creation process. simpleshow users benefit from a highly-automated creation approach, the output of which can be edited intuitively and quickly.

The new video integration feature is now available to all users on the simpleshow platform.

About simpleshow: simpleshow is the pioneer platform for digital products and services around explainer videos. Guided by the mission to make modern communication simple and concise, the market leader enables everyone to explain complex topics in a clear and engaging way. The AI-powered SaaS solution, simpleshow video maker, allows users to create professional explainer videos in more than 20 languages within just a few clicks. A magic that comes from years of experience in producing tens of thousands of videos and eLearning courses in over 50 languages. The simpleshow team caters to clients from offices in Berlin, Luxembourg, London, Miami, Singapore, Hong Kong, and Tokyo. Large international companies value simpleshow as a partner for the ability to provide simple, effective explanations.

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