

Automated Video Creation

Scalable video workflows with the **simpleshow API**



simpleshow

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Nice to meet **you**



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Agenda



Automated video creation

How systems, content, and simpleshow work together



Live demo

We'll show you the simpleshow API in action



Ready for enterprise use

Implementing individual, scalable video creation across your organization



Q&A

We'll answer your questions

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When videos are created regularly and at scale



Isolated processes

With an increasing number of videos, manual effort in separate tools grows.



Recurring formats

Videos with the same structure and similar content must be set up from scratch every time.



High need for personalization

Each video must be individually personalized and adapted for different languages.



Manual data transfer

Content from existing systems must be manually transferred to video creation.

What actually is an API?

An API is an **interface** through which systems can automatically exchange information and trigger actions.



01

Send request

Transfer information and desired action

02

Execute action

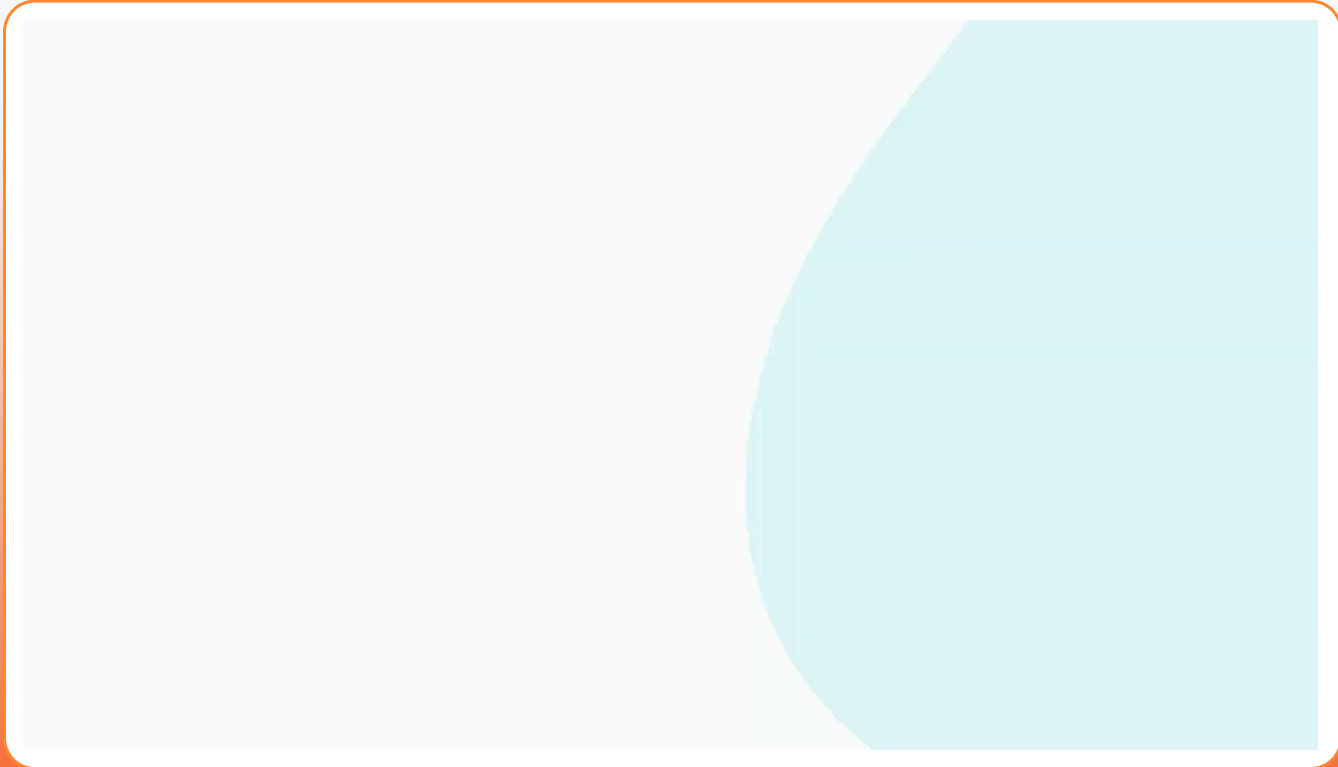
The connected system processes the request

03

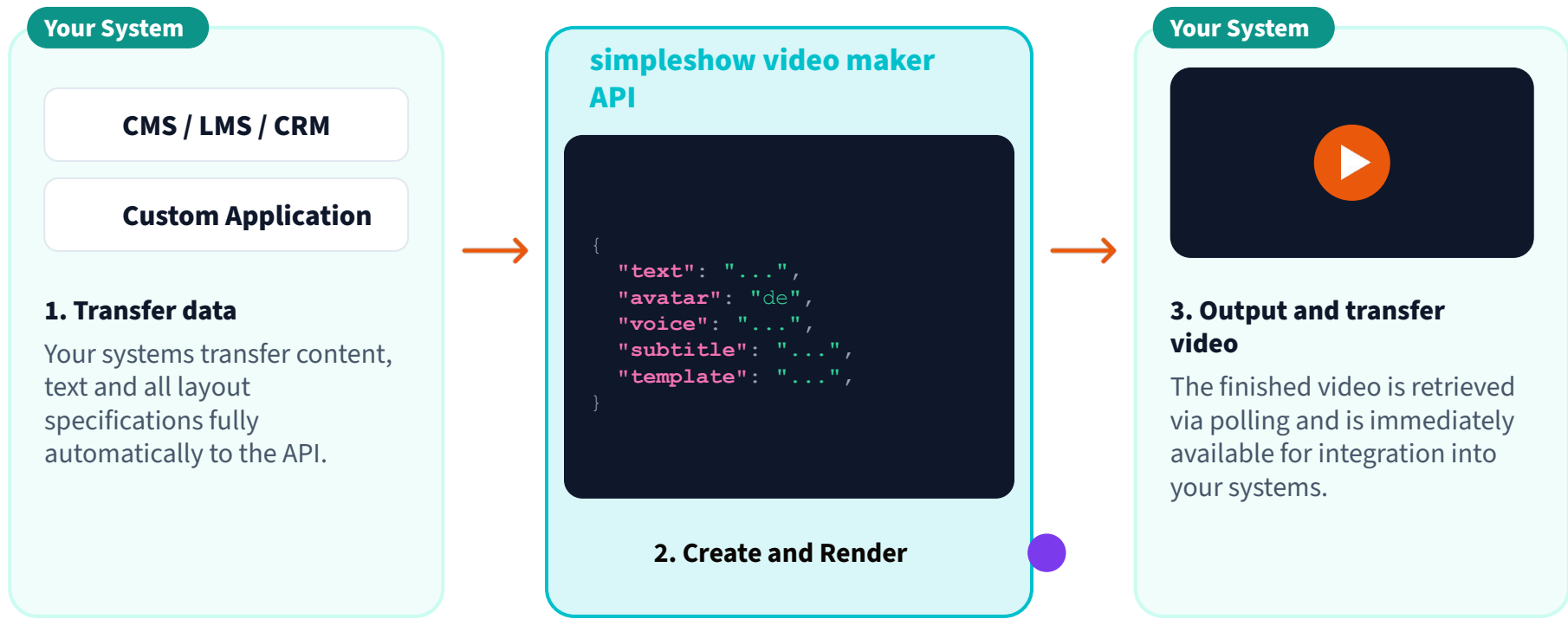
Return result

The result flows back automatically

Video creation from your systems – with the **simpleshow API**



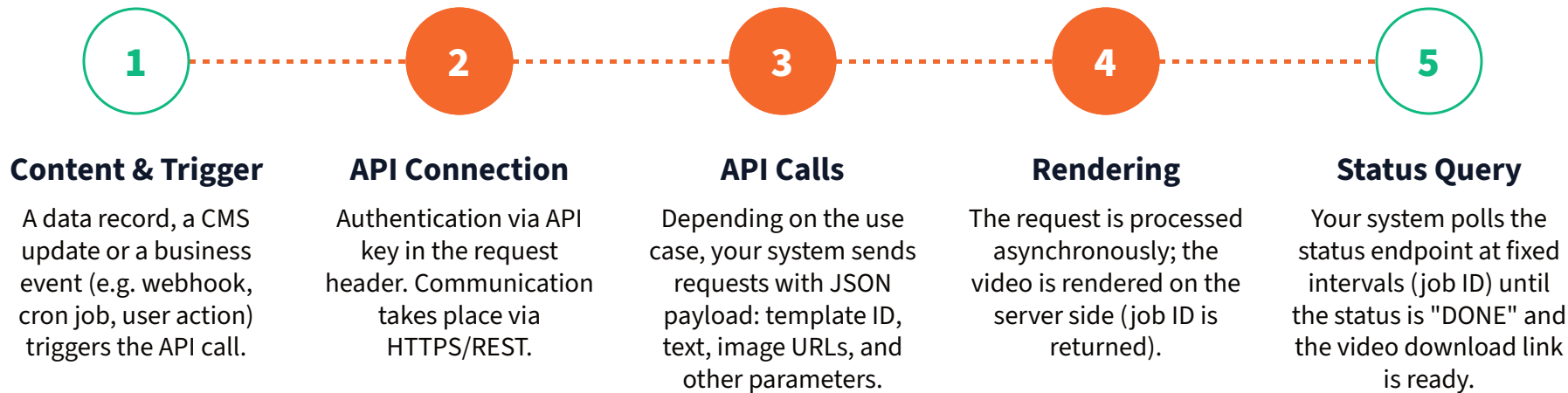
From your systems to the finished video



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How the API workflow works



What the simpleshow video maker API can do

01



Use Case 1: Intranet & Team News

Automated creation of visually consistent videos with dynamically changing content – in line with your corporate design: CI colors, fonts and custom illustrations.

02



Use Case 2: Marketing Campaign

In a finished marketing video, the names of contact persons are automatically and personally swapped out based on a dataset. The rest of the video remains unchanged.

What can you use the API for?



Automate

Training videos from LMS

Product videos from CMS

Automatically turn existing content into videos.



Personalize

Personalized onboarding videos

Personalized email campaigns

Automatically tailor videos to target audiences and users.



Scale

Recurring video newsletters

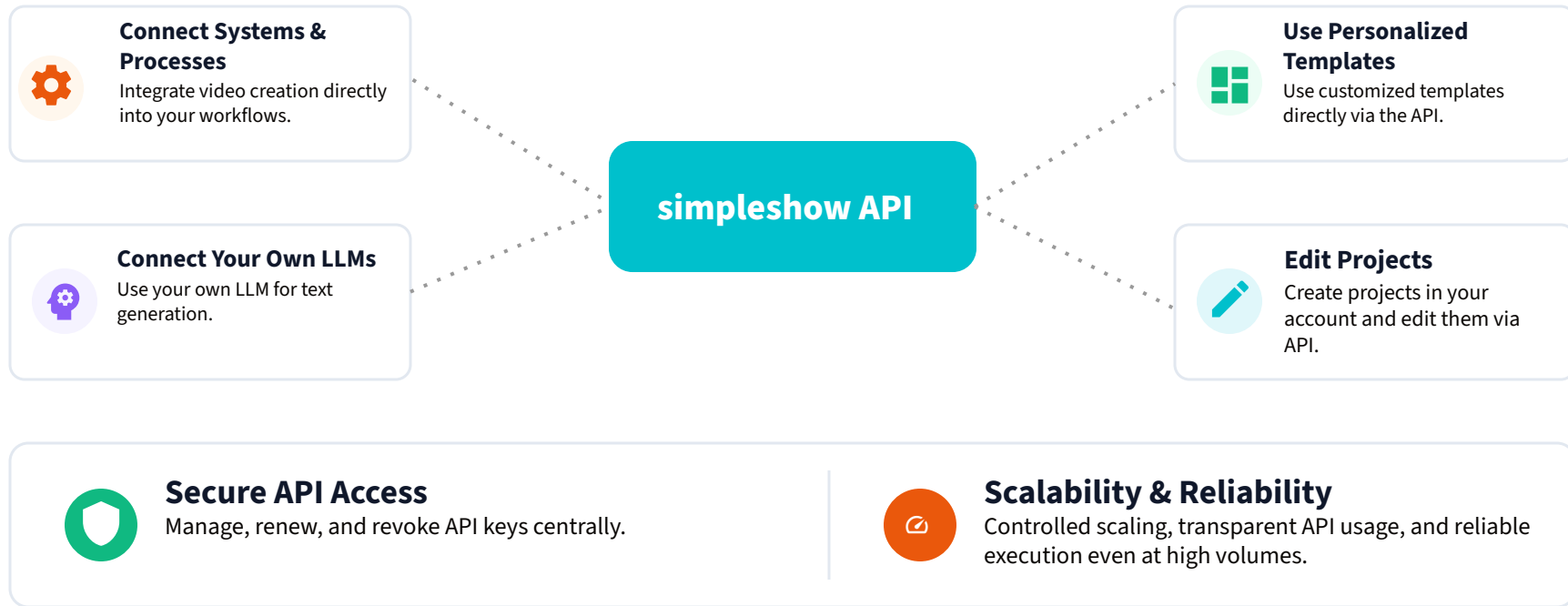
Multilingual video content

Scale video communication regularly and internationally.

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Ready for enterprise use



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