Overview:

The client for this project was the owner of a video rendering application. Its aim was to become a premier video solution provider for its customers by providing them with this feature rich platform along with cutting-edge video strategies and best practices. With the ability to make fresh and digital-age videos with utmost convenience, the platform provided the means to its users to accomplish their business goals – better viewership, stronger experience, more interaction with viewers etc.

Mindfire was chosen as the development partner for this project. We needed to create a custom HTML5 media player and content creator, one that would allow for creation and sharing of interactive content via the web.

Client details:

Name: Confidential | **Type:** Technology | **Location:** US

Technologies:

HTML5, JavaScript, jQuery, CSS, PHP, MySQL

Project Description:

The client wanted this tool to be highly comprehensive in its offerings in order to serve the varied and fast evolving needs of its customers. This was to be accomplished through the features the platform covered. Also, the solution needed to have the ability to handle high traffic real-time, given that the player could be embeddable in sites that experienced high volume of users.

The final product was developed keeping these perspectives in mind. It had all the required ingredients to allow its users to accomplish the following
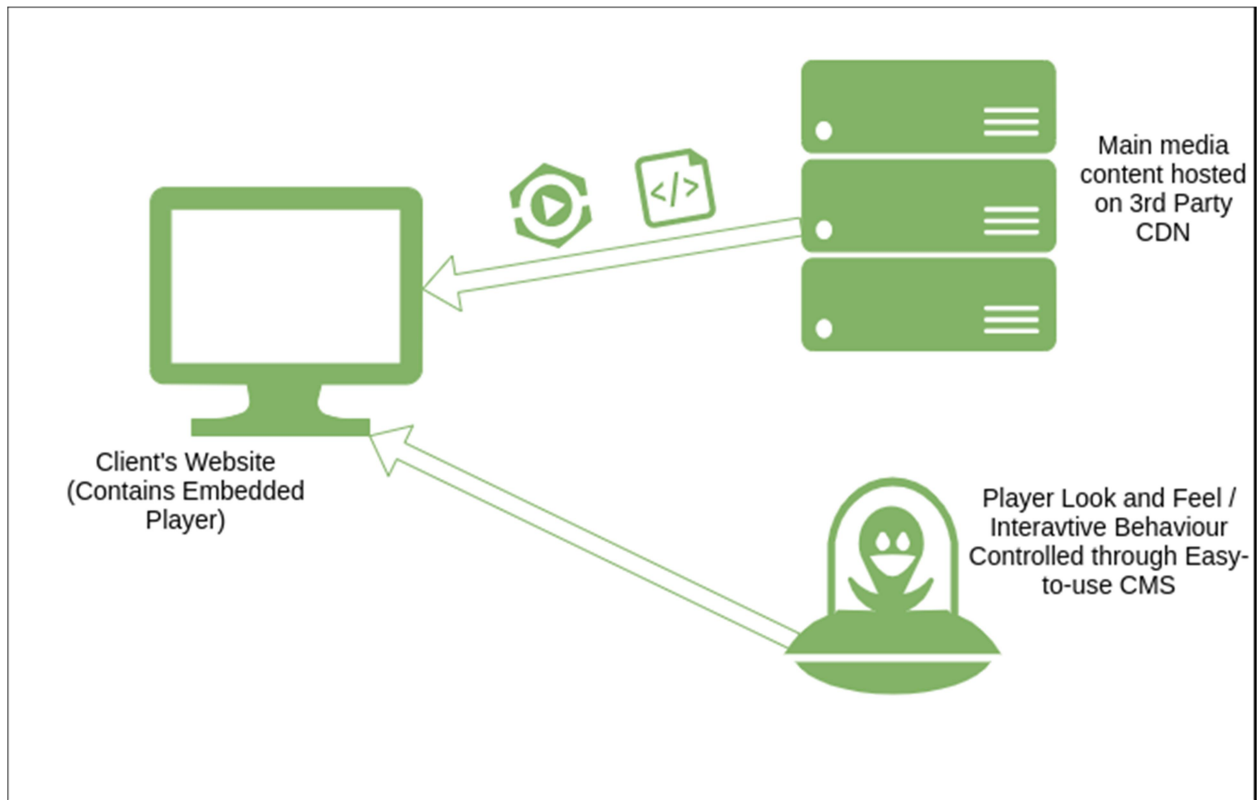
- Create their WebTV
- Create Channels and Video Highlights
- Allow Rolling displays and Smart Call to Actions : using clickable Buttons, Logos etc.
- Offer Visual and Reactive Panels : to Vote, Download, Post a Request
- Display Ads

- Slide Syncs and Subtitles
- Share Content on Social Networks and Blogs

There were also tools provided to the users to better manage their content and its delivery.

- Easy-to-Use CMS
- Meta-Editing Functionality
- Deliver of multi-lingual content
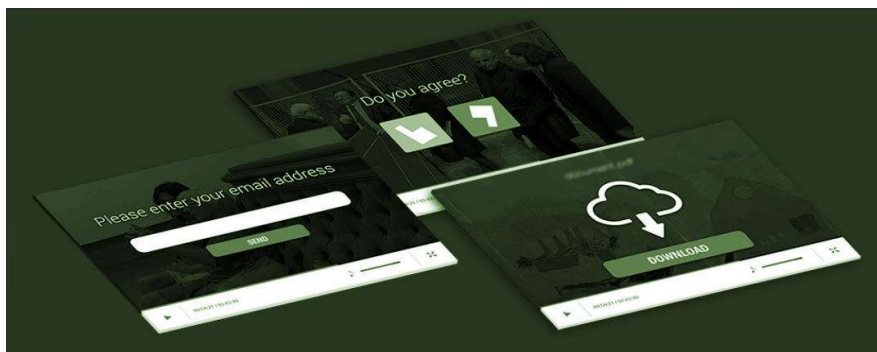- Analytics to track actions

Architecture:

Figure 1: High Level Architecture of the Video Rendering Platform

Screenshots

Screenshot 1: Putting up your Logo

Screenshot 2: Requesting Email, Download etc.

Screenshot 3: Placing Ads

Screenshot 4: Sharing in Social Media

Screenshot 5: Dashboard