

video
cms for web video



powered by
HIDDEN**DATA**

About us

In HiddenData we believe, that only hard and complex projects can be a recipe how to work with best people and most effectively. And this is our goal: fight with challenges, to be proud of success.

That is why we cooperate with customers, who have complex and interesting projects, demands highest quality, we recruit real stars and create most effective work environment.

All that, lead us to creation of two products:

VideoID – the best product, to build complex portals and video platforms. It is focused on video management and distribution

Spirit – an engine which excels in building customized eLearning software, architectural and artistic designers, tools for recruitment, presentation and sales.

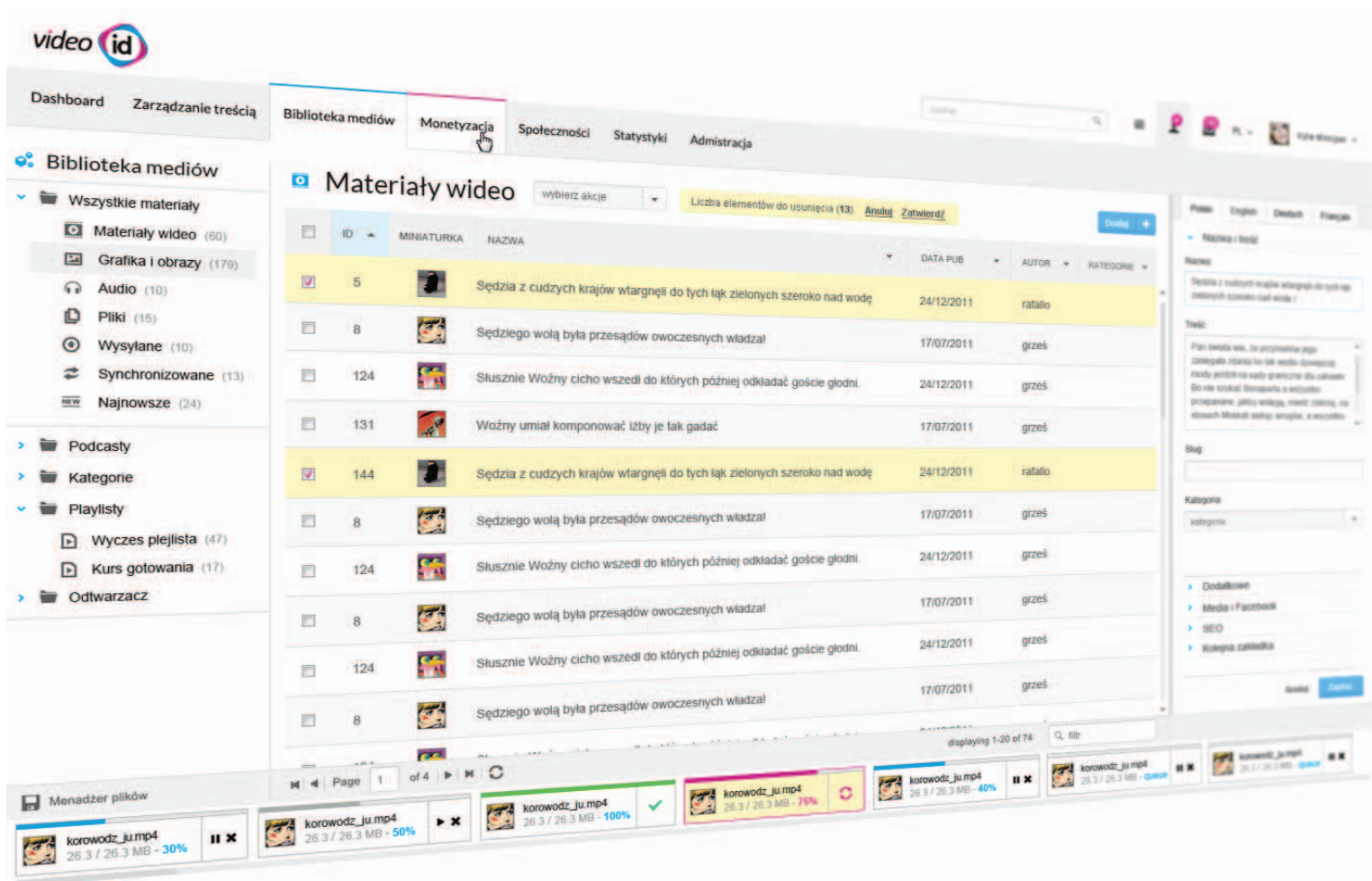


VideoID

Video in the Internet is becoming more and more important. We believe that video and complex portals will be future of the Internet.

VideoID is a product which helps us build complex video platforms and information portals. We offer our clients tailor-made solutions. We adjust key functionalities, create new ones and integrate existing ones. We offer comprehensive services in the area of video solutions and Internet portals.

Explore the power of the opportunities that VideoID can offer you.



Videoid Features



Content management

Publish, organise and manage content on your platform. Build advanced service structures in a clear, visual way.



Video upload and conversion

Transfer your files through a web browser, desktop application or mobile phone. Smoothly resume an interrupted upload.



Advertisement and monetisation

Earn revenue on content and paid access. Integrate with micro- and e-payment systems. Monetise using an advertisement management system. Including video commercials.



Video player and stylisation

Manage the appearance and functionality of your player. Use pre-defined templates or create your own Call to Action buttons.



Hosting and distribution

Make use of professional Videoid hosting solutions or host platform on your servers.



Social communities

Create customised registration profiles. Integrate with Facebook and Google+. Use comment and share tools.



Mobile devices and HTML5

Videoid automatically detects the device type and transfers the appropriate content type. By using HTML5, we fully support the iPhone and iPad.



Editorial tools

Manage your team. Save time through a system of rights and the moderation. Set rules for people like journalist, graphics designers or editors.



Advanced video statistics

Use tools to automatically check the quality of your video. See how each person reacts to parts of your video material.



Live transmissions

Enjoy high quality Live streaming on the Internet. Secure access to your content. Publish multi-bitrate content and earn on Live commercials.



YouTube synchronisation

Optimise your work by automatically feeding content from your channel on YouTube.



Integration and expansion

Integrate your platform with the best solutions on the market. Use the power of the Videoid API. Ask for dedicated new functionalities for your business.

Applications

HiddenData specialises in video content distribution via the Internet and in creating complex and functional Internet and mobile applications.

Platform for television

The rapid increase in online video usage has opened up new opportunities for TV stations and broadcaster. Nowadays, video content is watched on the Internet as often as via traditional channels. This ratio will evolve more and more towards mobile devices and online distribution. TV stations that ignore this trend could lose a significant amount of viewers.



Platform for press and magazines

Newspapers around the world have observed a clear rise in popularity of video on the web. They know that if they want to keep attention of their current customers and attract new ones, they must continually update their offer. The largest press services have started using mobile devices and the Internet long time ago. With HiddenData's experience and the functionalities of VideoID, it is possible to implement a complete portal which extends customer reach. It can be integrated to an existing customer website and infrastructure or works as separate portal.



Platform for events and conferences

A picture is worth a thousand words; so how many words is a film worth? A website with video materials is more engaging for visitors. Video helps users become more involved and increases the chance of successful transmission. HiddenData's complete offer includes preparation of portals for events and conferences. Portals made using VideoID support registration processes, email marketing, video relations, interviews and reports from the conference.



Platform for film and music production

Advertising on the Internet is rapidly gaining popularity. Currently, every new music or film production has to have their own unique website. Using VideoID to create an attractive identity is fast and offers tools to create and manage a community around it more effectively.



Platform for marketing

In recent years, more and more advertising campaigns are based on video and live streaming. Media houses include this new trend into their offer to make it more attractive and complete, as a satisfied client is the best promotion. The range of features of VideoID is perfectly suited to deliver top quality innovative promotional and advertising platforms, under tight deadlines. With HiddenData tailor made approach, creativity will never be constrained by technology. We build branding platforms, video competitions and interactive video stories.

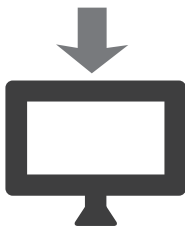


Advantages



Easy and powerful content manage system

Fully functional and easy to use Administrative Panel, which allows for content management, moderation of materials and comfortable work with drafts.



Smooth implementation of the entire process

Hiddendata's experience allows for the realisation of the production process and implementation into one project. A team of experts helps our clients every step of the way, starting from a detailed analysis of needs, through preparing the design, implementation and integration with external services and dedicated servers to end-user support.



Distributing video to a broad group of people

The Website is prepared in accordance with SEO standards. The video player switches automatically to HTML5 if Flash is not present, to ensure compatibility with all platforms. Distribution of films through dedicated mobile applications and integration with Connected TV provides a way to stay ahead of the standard video solutions available only through a web browser.



Video and traffic statistics

Integration with most important Internet traffic analytics tools supported by an internal tool which gathers the information you need about various materials on the platform, providing the owner with the possibility to deeply understand his viewers, their needs and preferences. With this knowledge, it is easy to match the content to the users' preferences and increase the value of the service.



Content monetisation

Integration with advertisement platforms and paid access functionality enables the monetisation of the work involved in maintaining the service. Monetisation, combined with other VideoID benefits, like community building tools, greatly helps to increase the revenue.



Lower hosting cost by integration with external video content distribution systems

Through integration with external video distribution systems, like YouTube, Vimeo, it is possible to lower video hosting costs. In this situation, VideoID is ideal for management and control of content placed on a site.

ISTV case study

Client

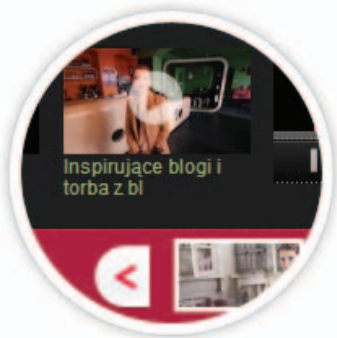
ISTV Media is an innovative Internet television platform, which has been on the market since 2010. At present, there are fifteen different shows on three thematic channels. Every week, new episodes appear, and are often viewed by thousands of visitors.



Need

ISTV used their own website built on a Wordpress template with embedded YouTube materials. Because of the growing number of services, ISTV Media needed a complete solution that would provide:

- Modern and attractive website design
- Easy and efficient video content management and categorisation
- Scalable hosting with highest availability of service
- Monetisation, ad management, paid content
- Integration with social networking tools and external video hosting
- Access to video and website statistics



Solution

HiddenData implemented the VideoID video content management platform for ISTV Media.



Implementation included:

- layout preparation (HTML5 and CSS3)
- integrating layout into dedicated VideoID instance
- launching the VideoID platform on HiddenData hosting
- Facebook and YouTube integration
- VideoID system training
- post-implementation support and product warranty

Result

As a result of cooperation, ISTV Media received a complete solution allowing for smooth management of video content on the Internet. Benefits for ISTV Media:




- highest quality content presentation
- high platform reliability and availability
- access to comprehensive statistics
- full integration with social networking tools

Implementations

WEBshake.tv

WEBshake.tv is a lifestyle Internet television which started in January 2010. Every week, each episode provides viewers with practical knowledge on Internet lifestyle.

Features

-  content management
-  media library
-  social media

Additionally:







- support



Megafon

Megafon is a Cracow cultural-artistic magazine. It is a place where you can get the most from the cultural capital of Poland.

Features

-  content management
-  media library
-  dedicated hosting
-  custom video player
-  social media
-  advertisement and monetisation

Additionally:






- website design
- support
- database of places and cultural events
- newsletter



Cracow Juwenalia

Cracow Juwenalia is the oldest student celebration in Poland with a history dating back to 1964. The Cracow Juwenalia multimedia platform in 2010 and 2011 was launched on the VideoID solution.

Features

-  content management
-  media library
-  dedicated hosting
-  custom video player
-  social media

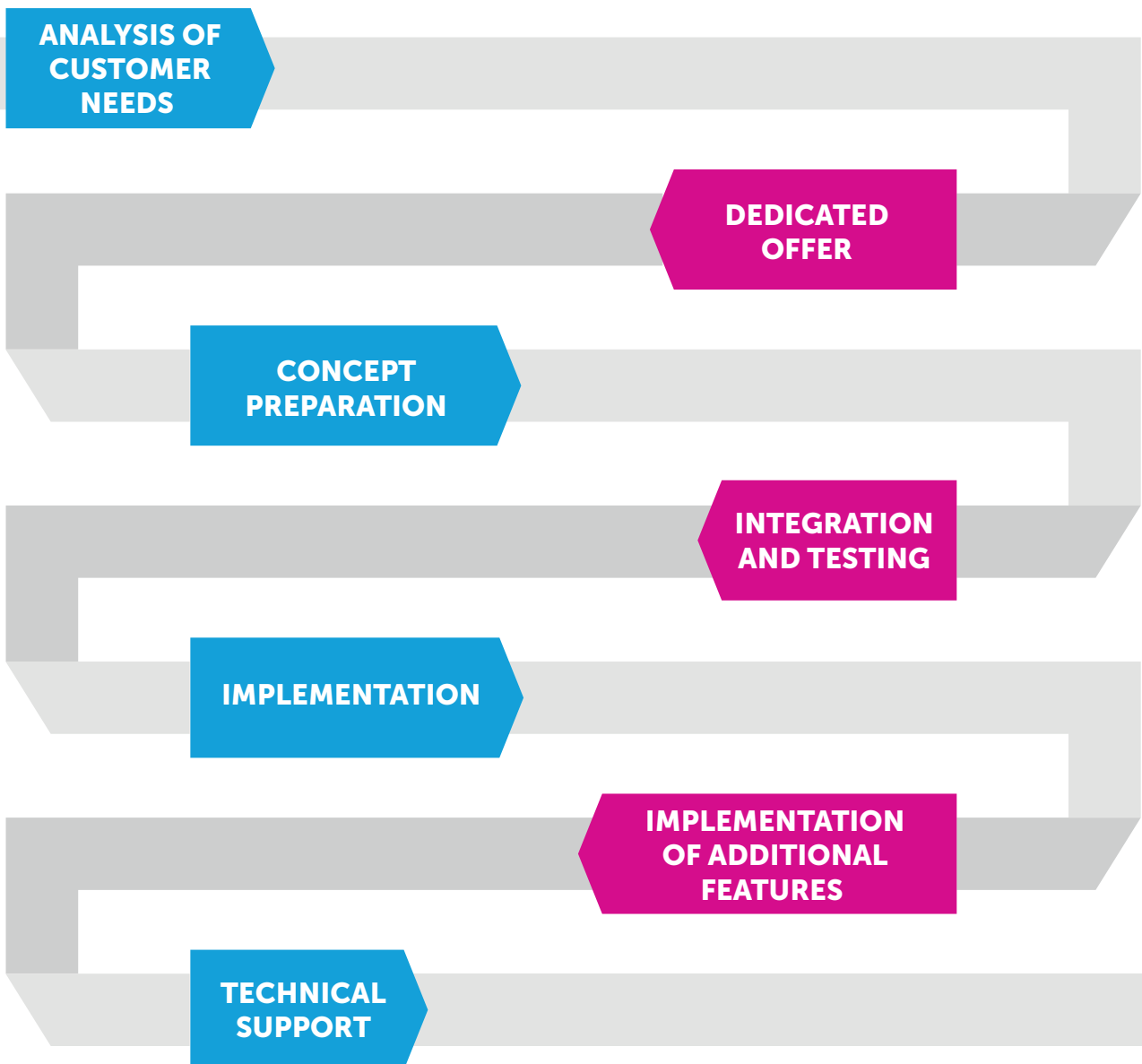
Additionally:

- website design
- Facebook social network game
- online store
- support
- concert agenda



Process

Complete service relies on the proper process:



Integration

Dedicated solutions need integration with the best technologies and services on the market. We understand this and deliver the best services to our clients.

VideoID allows integration with:

Online payment:



Monetisation and advertisements:



Email marketing:



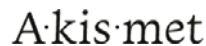
Hosting and cloud solutions:



Statistics:



Other:



Related products

Mobile Application



Available on platforms:



ConnectedTV application



Available on platforms:

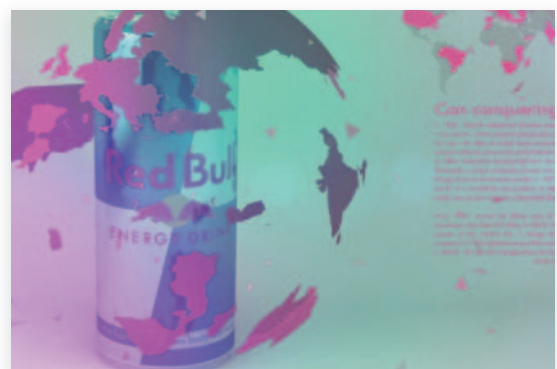


Videoid Responsive Design



PC, tablet, smartphone, various platforms, various screens and resolutions. One service, one content, always a perfect look.

Video production



Together with Pigeon Studio, we are able to deliver high quality creative content in 2D/3D. The studio specialises in animation production for television and web TV.



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