

Memoways offers solutions for interactive and personalized storytelling with video







Team



Ulrich Fischer. CEO

Filmmaker and entrepreneur.

New media expert.

One of the most influential Swiss according to Bilan 2013.



Dan Wechsler. CFO

Movie producer & entrepreneur.

Opens and leverages new business opportunities.

Raises private and corporate funds.



Fabrice Truillot de Chambrier. CTO

Extraordinaire Application programmer.

OS X & Apple environment specialist.

Father of the Logitech Control Center for Mac.



Nicolas Goy. Lead Developer

Software architect and server programmer.

Transforms weird concepts into code.

Has build his own datacenter in 2003.

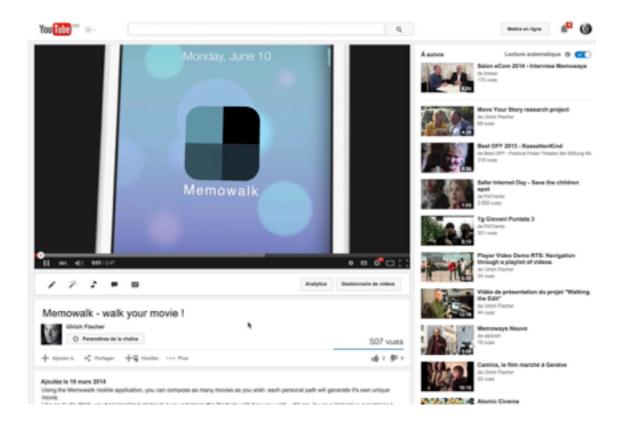
1

THE PROBLEMATIC





Video as it is today



discover the world of Memowalk sport cinema tourisme

Video on the web is like a **limited PDF**. Static, not evolutive.

What about user interactions?

Interactive videos provide **DVD like navigation**. Like the web of the 90'.

What about interactive & social web video?

→ Imagine responsive storytelling:

video adapts automatically to the specific context and needs of the user.



2

OUR SOLUTION



Video Player for archive video

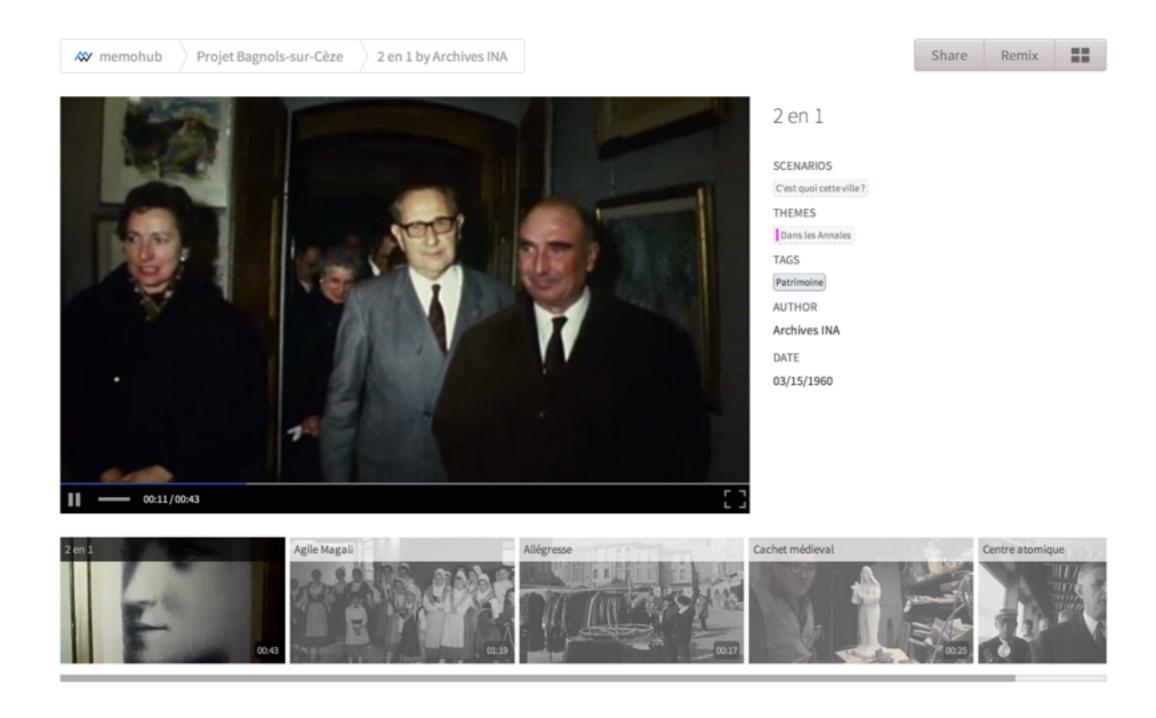
Valorisation of the archive videos of the RTS





Video remix & editing

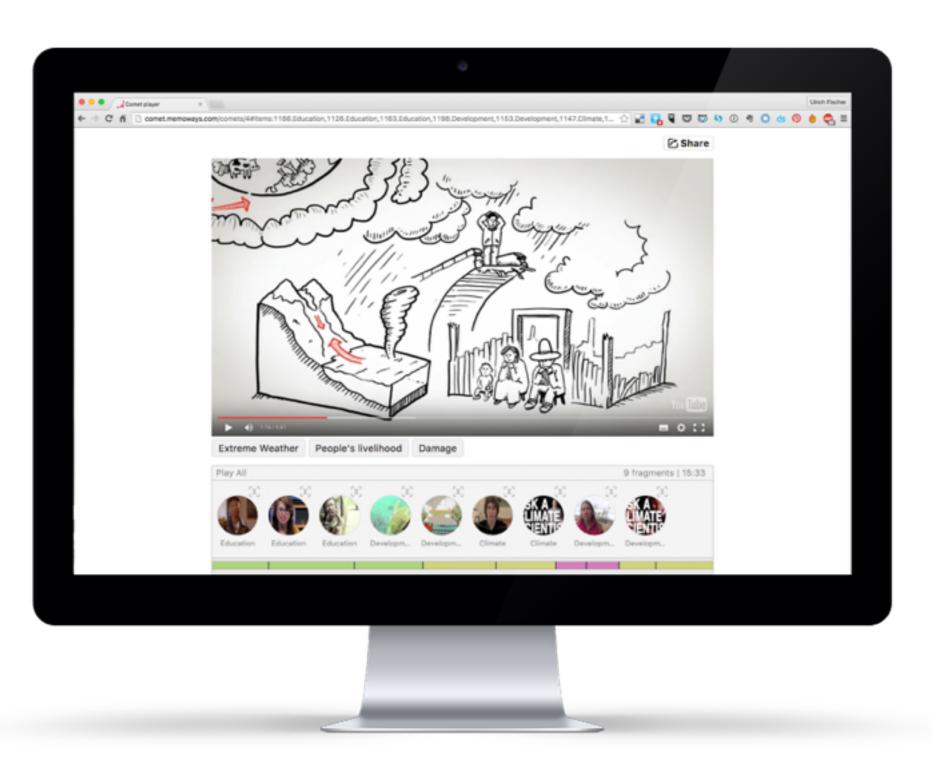
Prototypes





Comet Video Platform

Comet connects an interactive feed of video fragments to a static video.



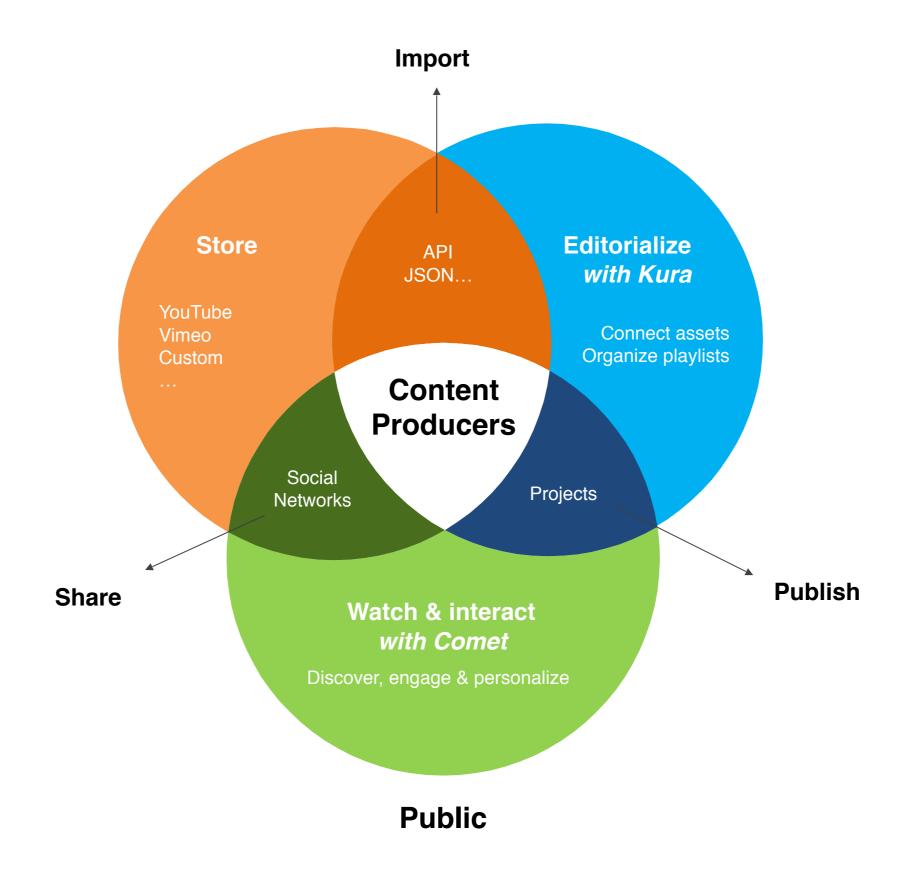


3

CONCEPTS



Architecture & Workflow





Kura Editing Platform

Manage Users

User right management.

6) Simulate and Publish

Watch and test the playlist in private mode.

Publish when ready.

1) Import

Connect to your YouTube account.
Choose videos to be imported.

Select specific videos from other channels or platforms.

Manage Projects

Iterate on content & indexation.

5) Create Projects

Select content you want to present.

Define order.

Set parameters for presentation.

2) Organize Content

Add labels on your Content.

Edit Metadata.

Manage Usages

Get statistics, monitor & moderate.

4) Create Connexions

Connect content with concepts.

Add concepts on parts of the content.

3) Create Concepts

Create a collection of concepts: themes, issues, tags...

Organize concepts with ponderation.



Call to action

We search partners to create prototypes based on existing content.

We are interested to be part of the discussion towards better global workflows.



