



Company Name: Global Delight

Name of the App: Game Your Video

Description: An innovative solution to the problem people have with videos, Game Your Video went live on January 25, 2012. The app has already won the 'Macworld Best of Show 2012' award at the Macworld-iWorld expo held in San Francisco in January, 2012. Game your Video makes video editing so easy that even a six-year-old can have fun editing videos and create very entertaining ones. The app has got rid of tracks, timelines, and frames from video editing. Even a process like Cut has been innovated so that the feature can be used easily. Overall, the app brings users a totally new way of interaction while treating videos. The UI is innovative and the technology used is seen for the first time in the space of motion and audio. All this has been done to achieve simplicity in the process and power in the output.

Why the app is a game changer:

With the rise of social networks and mobile devices, there has been an emergence of a new class of content creators. Today, the user with the cellphone is the largest creator of photo and video content. There are 30 billion pieces of content shared on Facebook every month and that content is the new metric.

Most people would love to create entertaining videos for Facebook or YouTube. Users actually, engage with videos more than photos. However, no one wants to do anything with video editing. Video editing had always been left to the geeks, professionals or the brave hearts. Even though shooting a video is as easy as capturing a picture, the videos created by people often fade into oblivion because nothing is done with them later.

Game Your Video allows users to:

- Create diverse and different form of entertaining videos, and not just the ones limited to cuts and transitions. This can increase viewership of these videos and motivate users to do more.
- Easily create an entertaining videos day in and day out.
- Use the power of the mobile, because this is where the action with respect to content lies.