

Create Demonstration Videos For Mobile Apps With AppVJ

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AppVJ is a service that will help mobile application developers create demonstration videos for their mobile apps. The video created will highlight the app's features and show how the app works on a real mobile device like the iPad or the iPhone. Videos are produced in HD quality, complete with voice over and background music. The video will serve like a trailer for the app and can be uploaded to YouTube and shared with media houses and prospective customers.

Chennai, India - AppVJ is a service launched to help mobile application developers create demo videos for the mobile applications that they have developed. The service is now publicly available after being in Private Beta since September, 2012.

Videos made by AppVJ will encompass the app's features and tell the app's story such as why it exists, what purpose it solves and how it can be put to use by the end user. The goal of the demonstration video is to let customers preview the application before they decide to buy or download the application onto their mobile device. Videos are produced in HD quality, complete with voice over and background music.

"The motivation behind building the service was that app developers do not have all the resources that are required to create their own demo video. Video production involves investing in a good camera, tripod, lights, a voice artist with the right accent, a technical writer who can write up a neat marketing transcript, a good background score, professional editing software and an Editor who can patch up the video. AppVJ brings all of these diverse skill sets together and exposes them in a service model," says Pradeep Vijayakumar, the Founder of the service.

Mobile applications are clouding the marketplace today with app download counts hitting the 50 billion mark. With such a surplus of apps available on the stores, apps need videos just like movies need trailers.

AppVJ was launched initially in Closed Private Beta in September, 2012. Following a trial run, during which time the service produced videos for upto 30 popular mobile applications, AppVJ is being publicly launched on May 9th, 2013.

gBoom:
<http://www.gboom.in>

AppVJ:
<http://www.appvj.com>

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