

Fast Forward Video: Shiny and New

Cinebody - The Speedy Custom Content Creation Platform:

- This platform activates brand customers and engages them in an entirely new way. It also makes producing video content faster and more cost efficient, enabling content to feed into the system from anywhere in the world. The brand is able to control the production with project shot lists, controlled settings, and direct communication with contributors. This can ultimately change the approach to video content completely with the features and capabilities.
 - Cinebody: <https://www.cinebody.com/>
 - How Room 214 can help: <http://info.room214.com/cinebody>

Live Video:

- This platform allows broadcasting to multiple Facebook pages, websites, YouTube, and more locations at the same time. It also has the capability to add multiple cameras, produced video content and feed that directly into the Live feed, and much more.
 - Livestream: <https://livestream.com/>

Interactive Video:

- Interactive video allows brands to personalize the content and turn control of the experience over to the viewer. The data and insight received is extremely rich and informative, allowing the brand to follow consumer's' journey through the content to see what resonated most.
 - Rapt Media: <http://www.raptmedia.com/>

VR and AR:

- Virtual Reality (VR) and Augmented Reality (AR) open up a wide variety of applications for brands, education, military and more. It enables brands to create unique experiences with their products that can take consumers places they may never be able to go in real life. Below are some of our favorite examples:
 - Volvo test drive through VR: <https://youtu.be/WuIn2bJkp1k>

- Merrell Trailscape: <https://youtu.be/efd6WhPmTyU>
- Nike customized sneakers:
<http://www.adweek.com/creativity/future-of-retail-nikes-cool-new-toy-lets-you-design-and-print-custom-sneakers-in-an-hour/>
- Film premiere/extra - Chasing Coral:
<https://www.blog.google/products/earth/chasing-coral-google-earth/>
- TV show premiere/extra - prequel to "24: Legacy":
https://samsungvr.com/view/xQZAJ6kd2_b
- Forced from Home - Doctors Without Borders:
<http://www.forcedfromhome.com/360-videos/>

Other Tools - Video Production Collaboration:

- These platforms provide teams that are spread around the country or world the ability to collaborate on video production, drastically reducing the time to review and finalize video projects.
 - Wipster: <https://wipster.io/>
 - Slope: <https://goslope.com/>