



The online Seenit studio is powered by WeVideo | Photo source [Seenit](#)

## APP ALLOWS FOR COLLABORATIVE APPROACH TO FILMMAKING

 ARTS & ENTERTAINMENT

### Video creation platform **Seenit** enables groups of people to create a single, multi-perspective film

**Spotted:** Video creation platform [Seenit](#) enables groups of people to create a single, multi-perspective film. The online Seenit studio, powered by WeVideo, provides all the necessary video production management tools from beginning to end.

Users start by creating a project brief and shot lists. Once a project has been set up in the Seenit studio, participants are invited to start filming via the Seenit Capture app. Available for both iOS and Android, the app lets production managers send on-the-move messages of guidance and encouragement.

When filming ends, all content is uploaded and teams can edit and brand the material. The studio's artificial intelligence (AI) software can transcribe, analyse and provide auto adjustments for quality improvements. The app can be white labeled for a complete in-brand experience, and completed content is easily shared. When used internally, video co-creation can be a powerful engagement tool for global businesses with thousands of employees.

***Selected for the [Createch 2019 Ones to Watch](#), produced by the [Creative Industries Council](#) with the support of [Digital Catapult](#), [London & Partners](#) and [Springwise](#).***

11th July 2019

Email: [info@seenit.io](mailto:info@seenit.io)

Website: [seenit.io](http://seenit.io)

## **Takeaway:**

The quick turn-around, combined with multi-perspective contributions, make Seenit Capture a particularly thought-provoking option for producers and large global organisations. Banks and professional services may also find the collaboration and cost-effective post-production features useful as part of the more in-depth and personalised experiences they have on offer.