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## APP DIGESTS NEWS ARTICLES AS QUICK VIDEO SUMMARIES

 TELECOMMUNICATIONS

**Wibbitz automatically takes the pertinent facts out of news articles and presents them in a more mobile-friendly video format.**

The web is an interactive, multimedia world, but most online news outlets still format their articles as plain, static text. **Wibbitz** is an app that automatically takes the pertinent facts out of news articles and presents them in a more mobile-friendly video format.

Consumers downloading the **free app** can view stories from a number of top news outlets, which take the form of quick videos that illustrate the key facts – people, dates, locations, quotes and short-form explanations of the story. Using natural voice narration, images, video, maps and other HTML-enabled features, the clips provide an easy way for viewers to catch up with what’s going on without having to read an entire article on their mobile device. **Wibbitz** uses complex language processing algorithms to get to the important parts of each article and transform them into easily-digestible content. Each video lasts around one or two minutes. The video below shows the app in action:

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Unlike apps such as [Flipboard](#), which reformat items from existing feeds into an amalgamated stream, Wibbitz operates on a more B2B basis. It wants publishers to integrate its service as part of their websites, offering Wibbitz clips alongside its long-form content. Are there other ways that existing content can be reprocessed for different audiences?

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