

*my* **simpleshow**<sup>®</sup>  
empowering explanation

Press Information Package  
2016





## Create Your Own Explainer Video With mysimpleshow!

### Market Leader simpleshow Launches Do-It-Yourself Tool

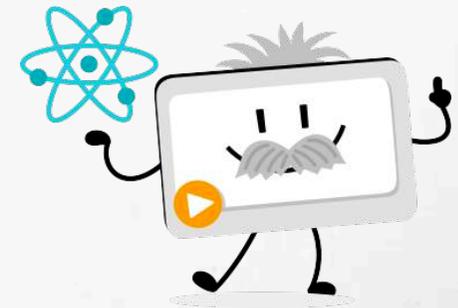
They say a picture is worth a thousand words. That gives you an idea of what an explainer video must be worth. Sometimes, a short and simple explanation is just what someone needs to help clearly understand how your product solves a problem, how a process works, or what an idea is all about.

At simpleshow we have created 3-minute explainer videos in our signature paper cut-out style for years. Trusting the effectiveness of simplicity, we have established the simpleshow methodology that – scientifically proven – transfers information in a way that is likable and easy-to-understand. With the power of storytelling and simple illustrations that stay in mind, even the most complex topics are easily explained with a simpleshow explainer video.

With mysimpleshow we have made creating such powerful videos easy. mysimpleshow is an easy-to-use, web-based application that allows anyone to create their own explainer videos. The power of our Explainer Engine “auto-magically” transforms your script into a great explainer video! Thousands of original simpleshow illustrations visualize your story. Voiceover recording or upload, or alternatively the application’s high-quality text-to-speech tool finalize your individual explainer video.

„If you can't explain it simply, you don't understand it well enough!“

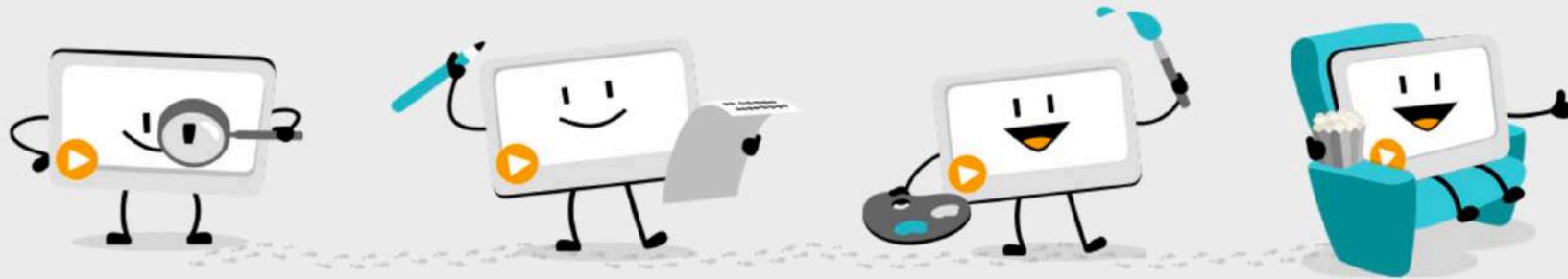
Albert Einstein



## Product & Features

### A Guided Process Makes It Easy For You To Create Your Own Explainer Video

Thanks to mysimpleshow's guided 4-step process, filled with advice and examples, creating your own simpleshow explainer video is easy as pie.



#### 1 Draft

Select a storyline template for your topic or upload your PowerPoint file.

#### 2 Write

Use our practical advice and best practice examples to write the perfect script.

#### 3 Visualize

Our Explainer Engine automatically generates a Storyboard for you to fine-tune.

#### 4 Finalize

Select your video speed and a voice-over, and publish your finished clip on YouTube.

### Explainer Engine Magic

The core intelligence of mysimpleshow is its Explainer Engine. Once you have written the text, which will become your voiceover in the end, it takes just one click and our Explainer Engine unfolds its magic. In the blink of an eye meaningful illustrations appear that help visualize your story and engage your audience. Not a perfect match? Go ahead and choose from a variety of other options. The explainer engine will learn from your choices and become even smarter.

# Users & Uses

## mysimpleshow Is Made For Anyone Who Wants To Create Great Explainer Videos



General business, marketing/sales or communication professionals that create videos on their own for **Professional** or commercial purposes



Teachers, students, trainers and educators that create **Educational** videos about a wide range of topics



People that create entertaining videos about **Personal** matters and subjects close to their hearts

## There Are So Many Uses For A simpleshow Explainer Video

DIGITAL MARKETING VIDEOS



PRODUCT VIDEOS



INTRODUCE A TOPIC TO KICK OFF YOUR LECTURE



ENRICH YOUR PRESENTATION WITH VIDEO CONTENT



SPICE UP YOUR BLOG



CHANGE MANAGEMENT CLIP



CORPORATE TRAINING VIDEOS



EXPLAINER VIDEOS AND FLIPPED CLASSROOM



E-TEACHING WITH EXPLAINER VIDEOS



PASS ON TIPS AND TRICKS



## simpleshow – Market Leader For Explainer Videos

Founded in 2008 in Stuttgart, Germany, simpleshow is the global market leader for explainer videos. simpleshows explain complex topics such as change processes, company policies, product features or training content in simple and concise 3-minute video clips, which are entertaining and easy to understand.

The scientifically proven methodology consisting of storytelling and images that stay in mind, is trusted by multi-national, blue-chip corporations worldwide. From its German origins, simpleshow has expanded into multiple international markets with its approx. 150 employees based in offices in Germany, the US, UK, Japan and Switzerland, its headquarters based in Luxembourg, and franchise relationships in Hong Kong, Singapore and Malaysia.

simpleshow offers a variety of formats from simple online videos to innovative online courses. The company's newest development is the online video creator mysimpleshow.

Learn more about simpleshow's success story here:  
<https://www.youtube.com/watch?v=xp6H670ogrK>



## simpleshow Press Contact



Susanne Schmidt  
Head of International  
Marketing

[press@simpleshow.com](mailto:press@simpleshow.com)  
[www.simpleshow.com](http://www.simpleshow.com)