

# FotoInMotion



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# Why FotoInMotion? Why now?



**“We are all taking too many photos and spending very little time looking at them.”**

Om Malik

More than 1 trillion photos are taken every year.

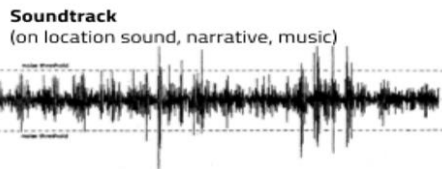
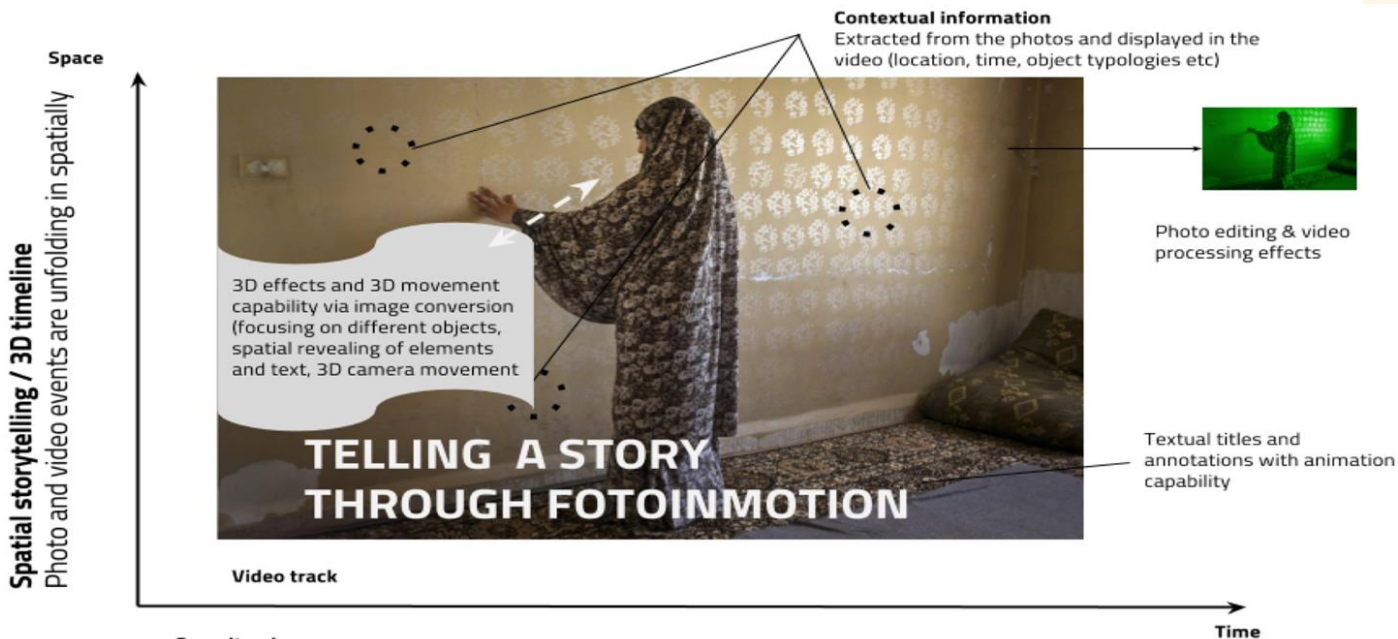
FotoInMotion is a tool to surface quality photographs from the endless stream of digital content



*FotoInMotion is an innovative format that transforms a single photograph into a dynamic, high-quality video for storytelling and branding.*



# FotoInMotion is a 3D immersive tool with AI object recognition and semi-automated functionalities



## Linear storytelling / Timeline

Photo and video events, effects and textual elements are unfolding in sequential, time based narrative





## FotoInMotion targets 3 creative industries

Photojournalism with NOOR



Fashion with Marni



Festival with TBNFF



Each pilot runs through the entirety of the project in order to build a tool that is relevant across the creative industry sector.





# Multiple uses for FotoInMotion

Social Media



Art Galleries



Electronic Billboards



Journalism Websites



# Mobile App & Desktop Tool



Mobile app will allow the full-feature set from image & audio capture to immersive semi-automatized video output



Desktop tool ideal for transforming existing archive images into immersive videos



# Thank you

## Follow our progress



@fotoinmotion



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