

# Showreel Studio

Create professional films, walkthroughs, and decks of your web app, then share them, measure their impact, and keep them up-to-date.

25 SEPTEMBER 2026 • GARETH JOSEPH

# Create professional product videos, effortlessly.

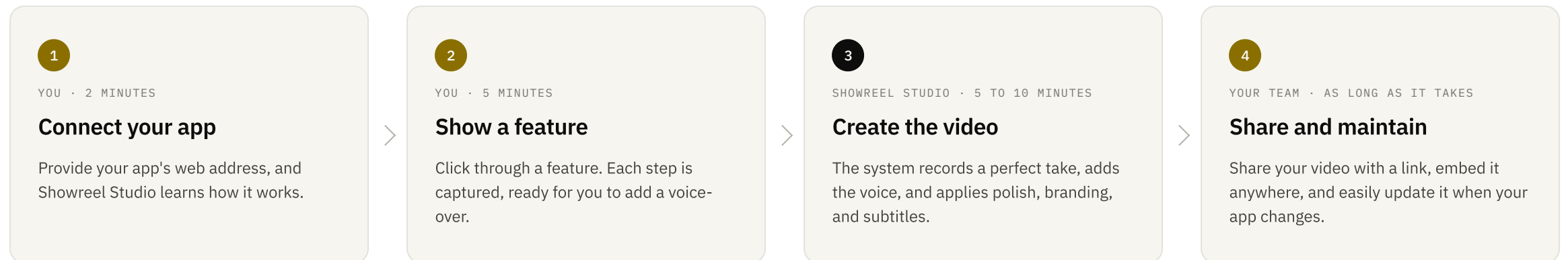
Showreel Studio makes it easy to create polished videos of your web application. Simply demonstrate a feature, and it produces a high-quality video with a consistent voice and professional editing, including zooms and callouts.

You can start from a simple script or just by using your app. The result is a video, an interactive walkthrough, and a presentation deck—all ready to share and easy to keep up-to-date with your product.

Your brand identity is applied automatically, ensuring every video looks and feels like it came from you.

**Show it once, and it becomes a film, a walkthrough and a deck that stay true to the app.**

# Connect, show, create, share

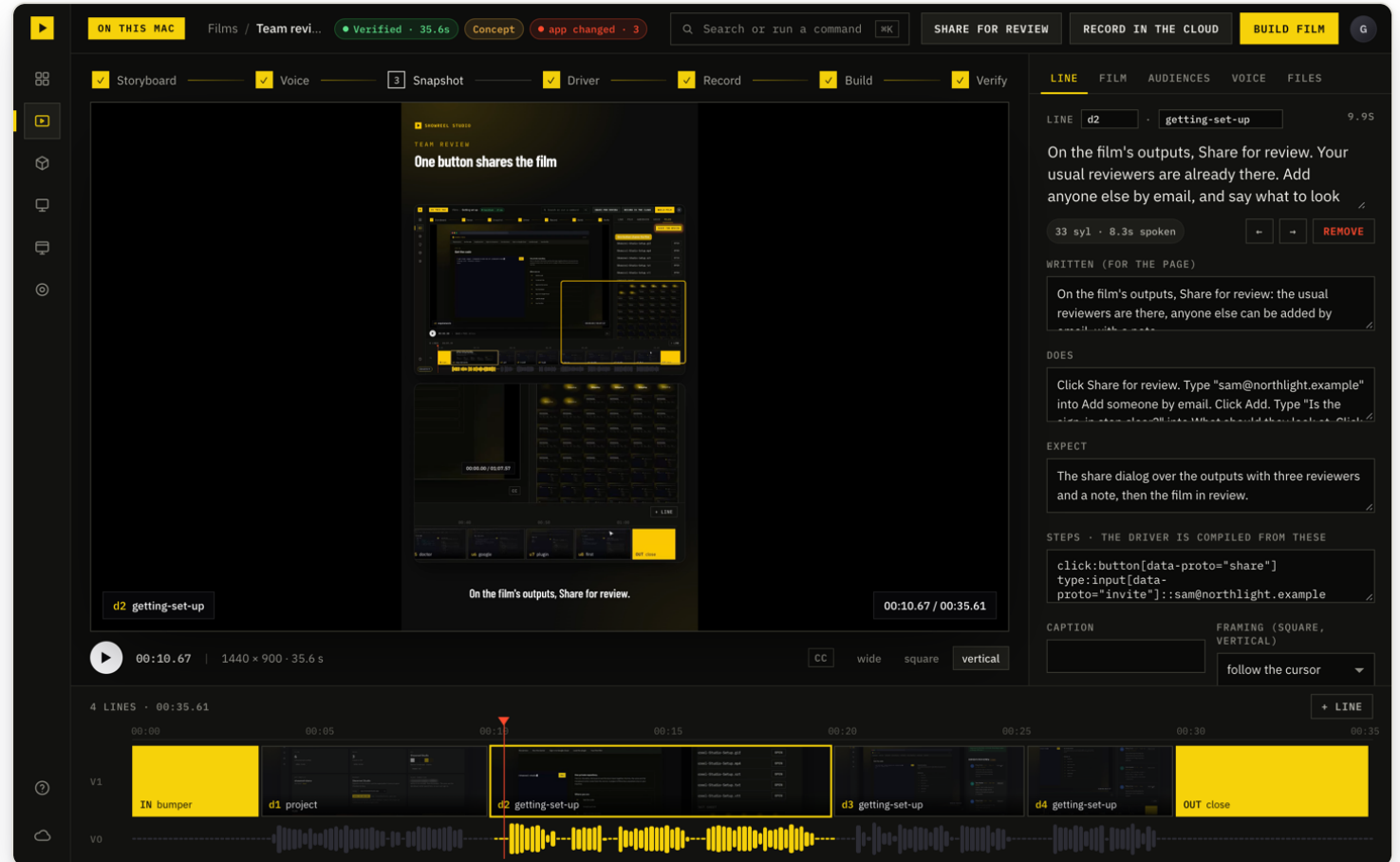


## 01 THE CUTTING ROOM • YOUR EDITING SUITE

# A familiar editing suite for every video

Your entire video is laid out on a single screen, with a video preview, a timeline of scenes, and the voice-over track. You can inspect and edit any part of the script, see what the video will do, and check its status.

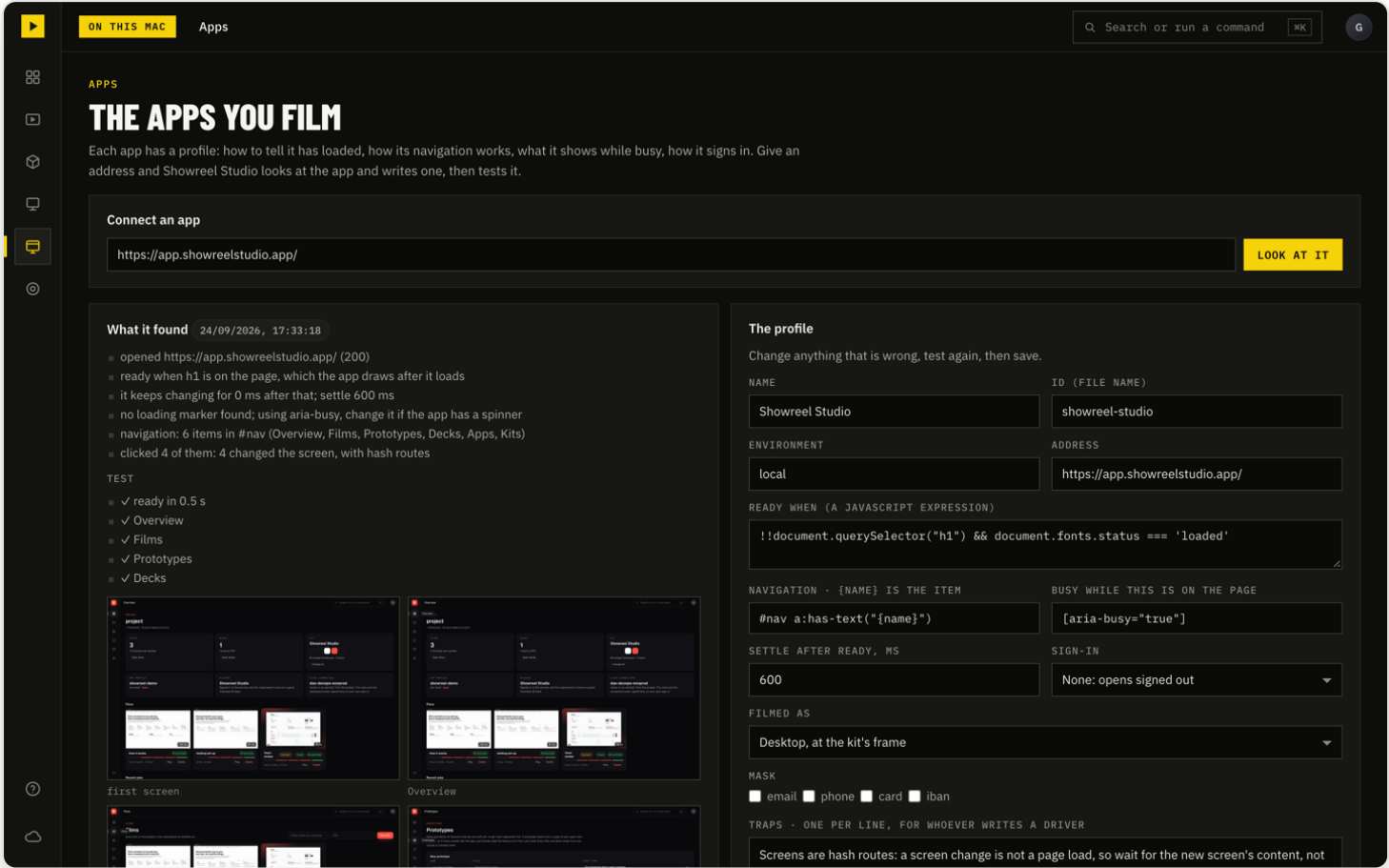
Editing the voice-over script is as simple as editing a document.



# Connect your app just by its address

Showreel Studio analyzes your app as it loads to automatically learn how it works—like how to navigate, what to do when it's busy, and what sensitive information to hide.

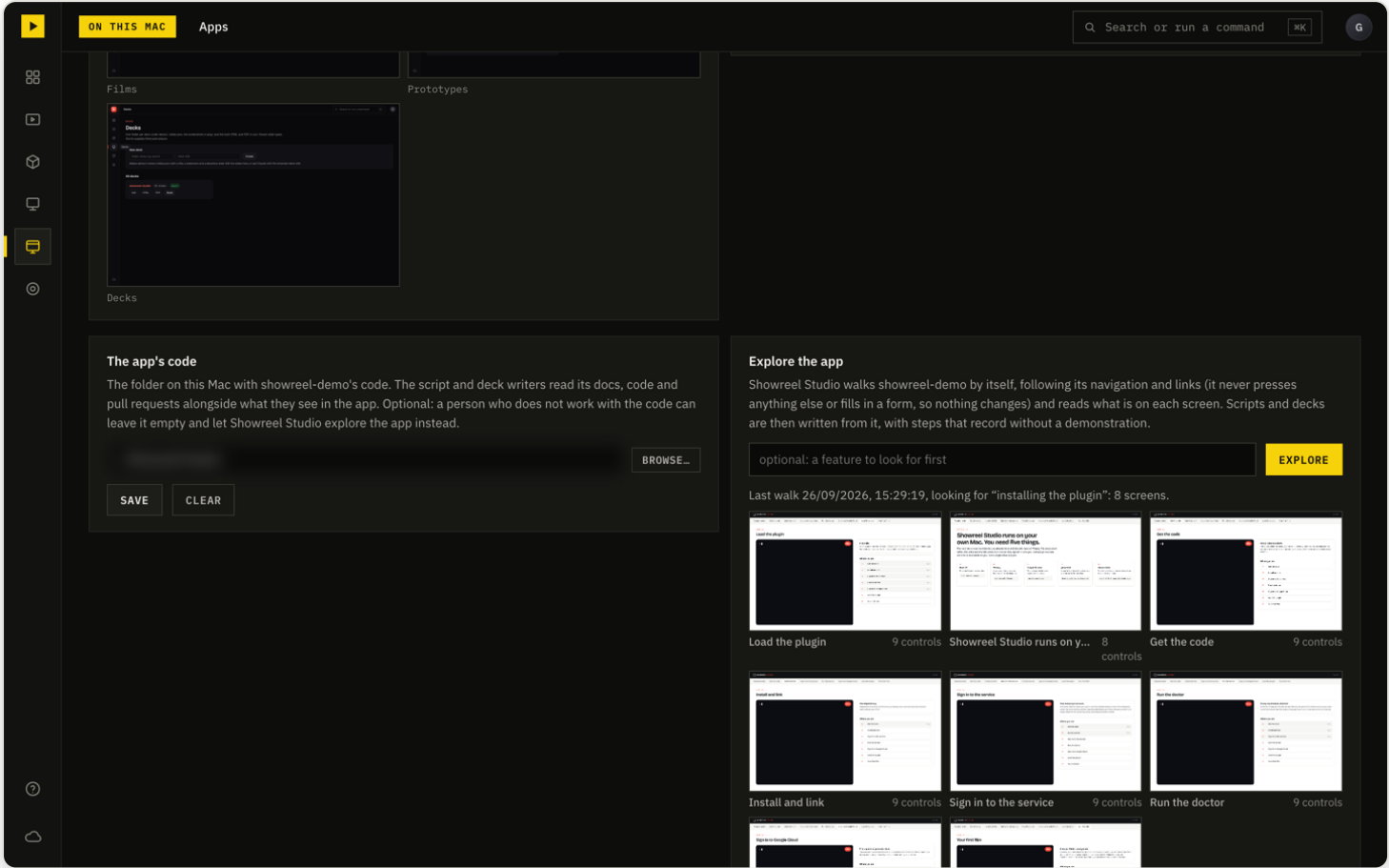
It intelligently suggests the right settings and tests them to make sure they're correct.



# It explores the app by itself

Showreel Studio walks the app on its own, following its navigation and links and never pressing anything else, and reads what is on every screen: headings, controls and a picture of each.

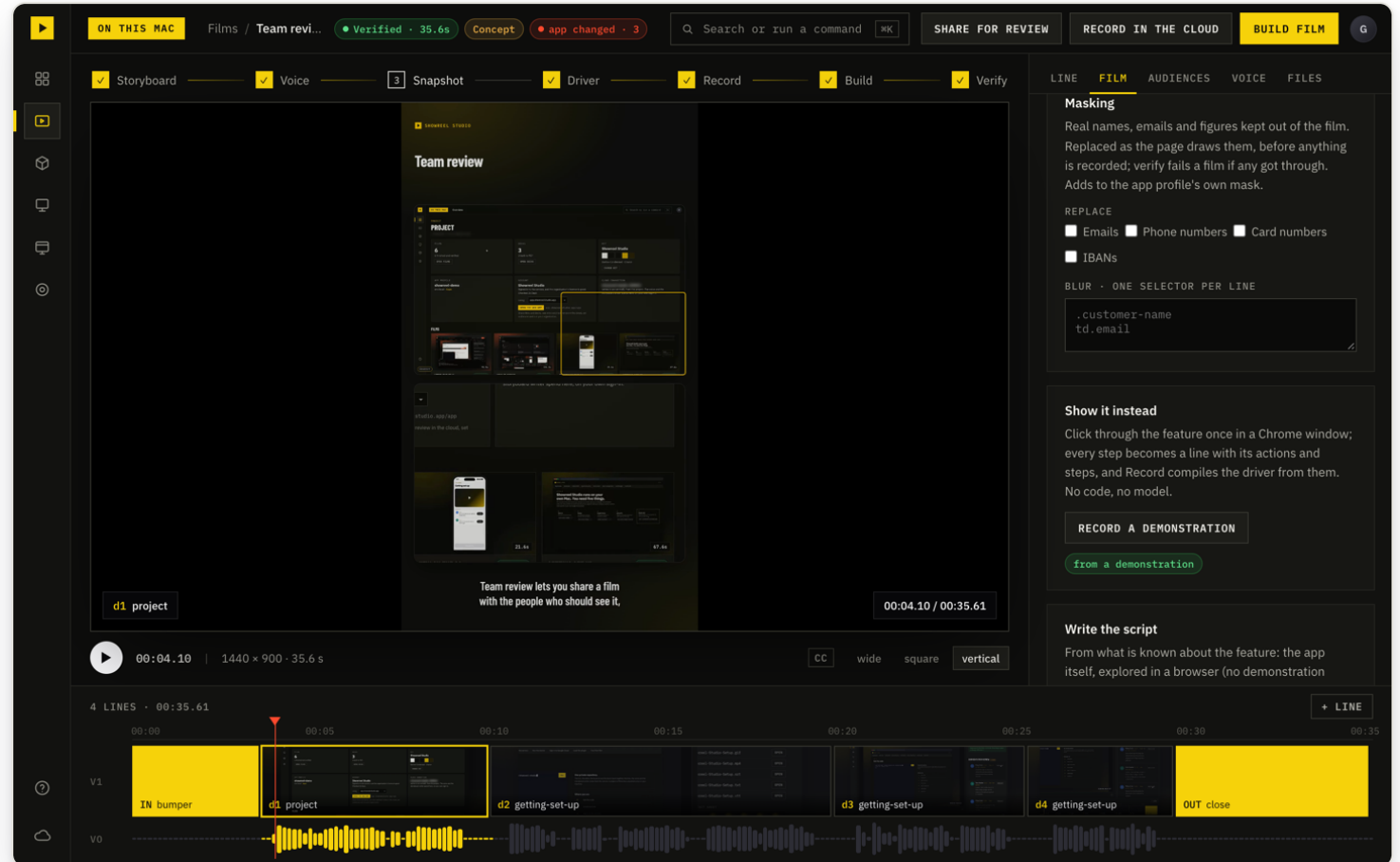
The script and deck writers work from that walk, with or without the code, and every line gets steps made of the app's real selectors, so a film records with no demonstration.



# Keep sensitive information out of your videos

Personal information like emails, phone numbers, and names are automatically replaced with fake data before any recording happens. You can also choose to blur or hide specific parts of the screen.

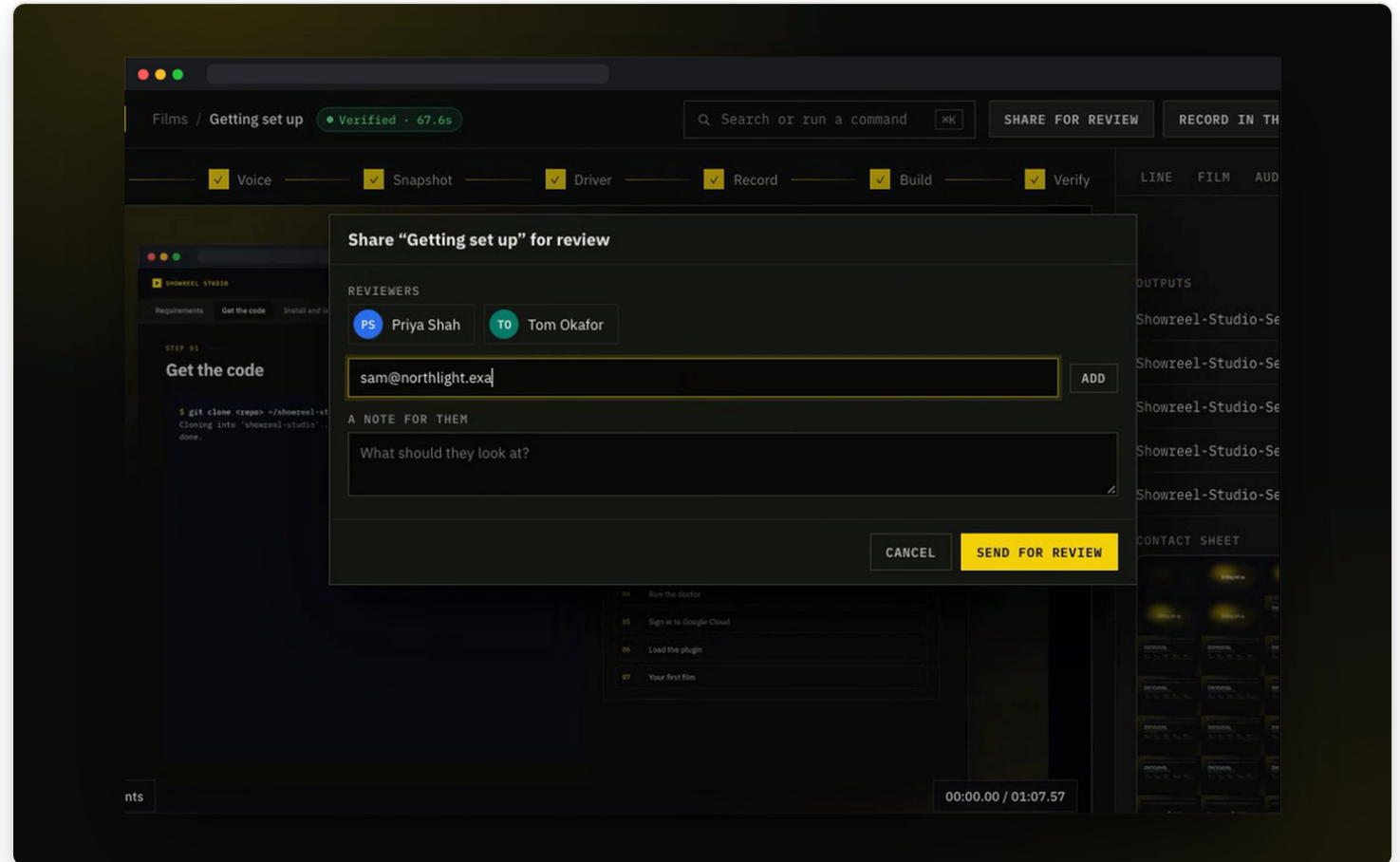
An automated check ensures no private data makes it into the final video.



## Add a professional finish to every video

Your app is presented beautifully on a branded background. The view automatically zooms in on clicks, and callouts can highlight important elements.

This is all applied in the edit, so you can change your brand's look without re-recording.

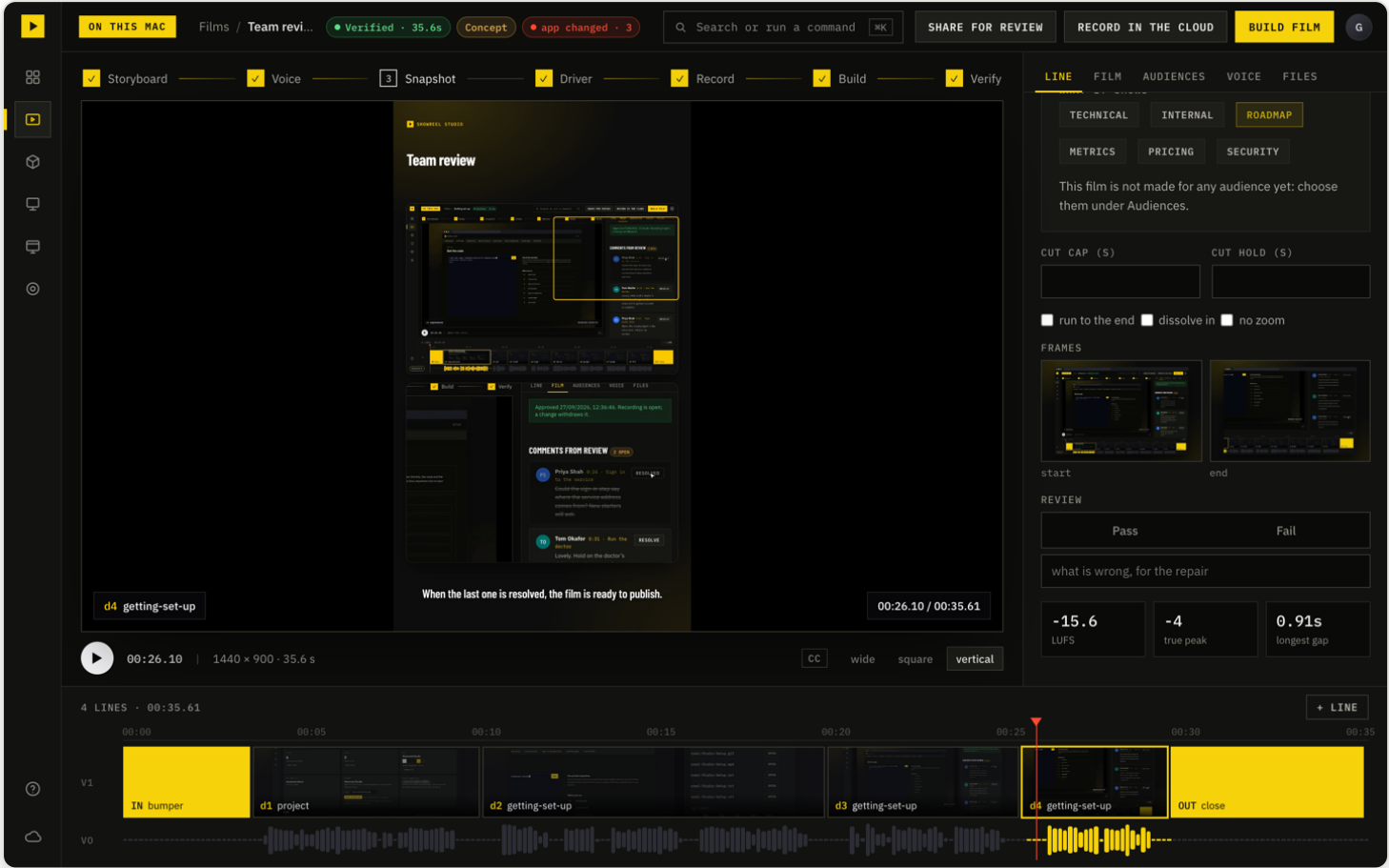


07 REVIEW \* AFTER EVERY VIDEO IS CREATED

# Every video is checked for quality

An automated quality check reviews every video for common issues, measures audio levels, and confirms that what's on screen matches the script.

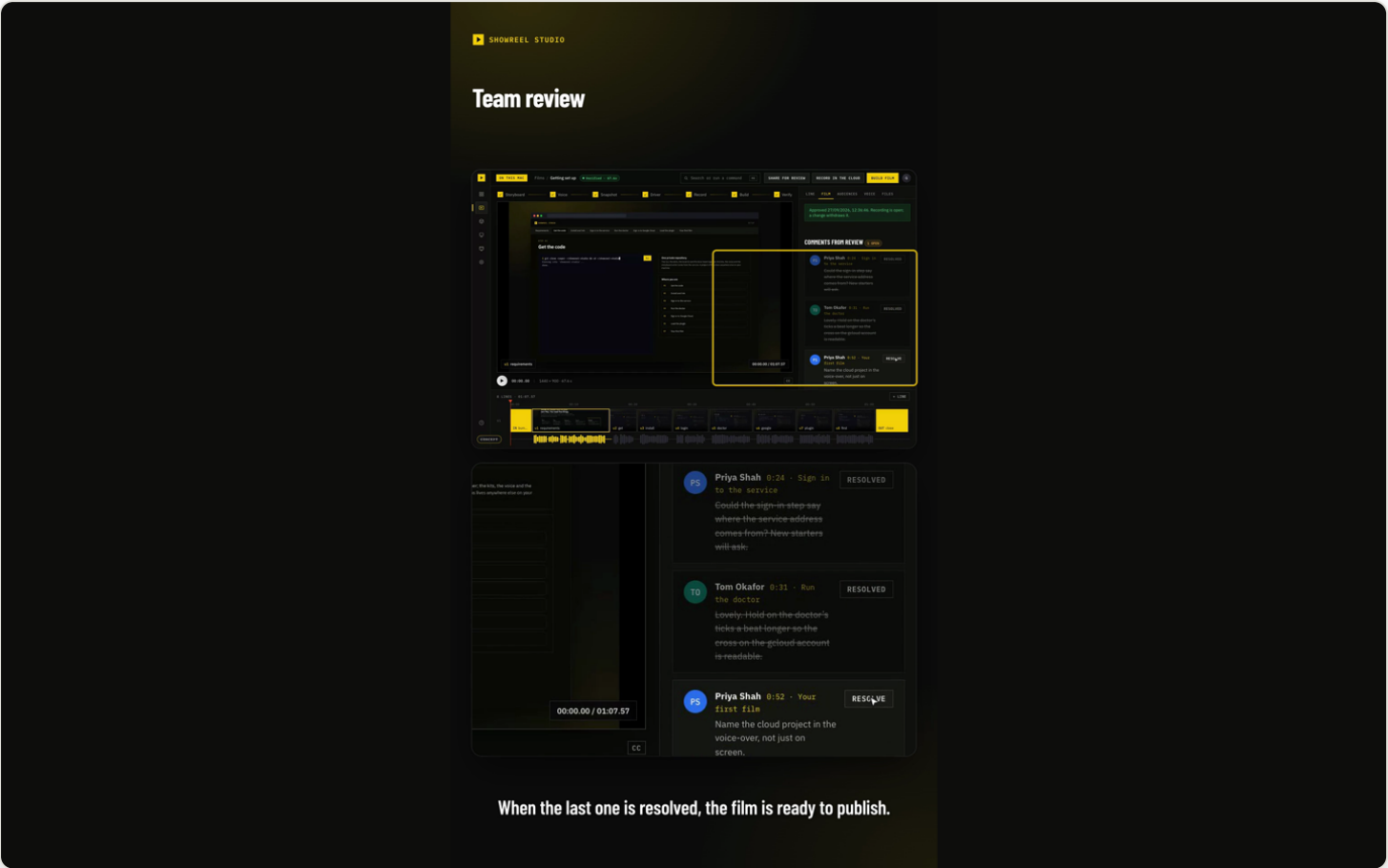
You can approve the video or send it back with notes for a quick fix.



# Every shape, and a vertical that keeps the whole screen

A build makes only the shapes asked for. The vertical cut stacks a headline, the whole screen with a box showing where to look, and that box up close following the cursor, with the words burned in for muted feeds.

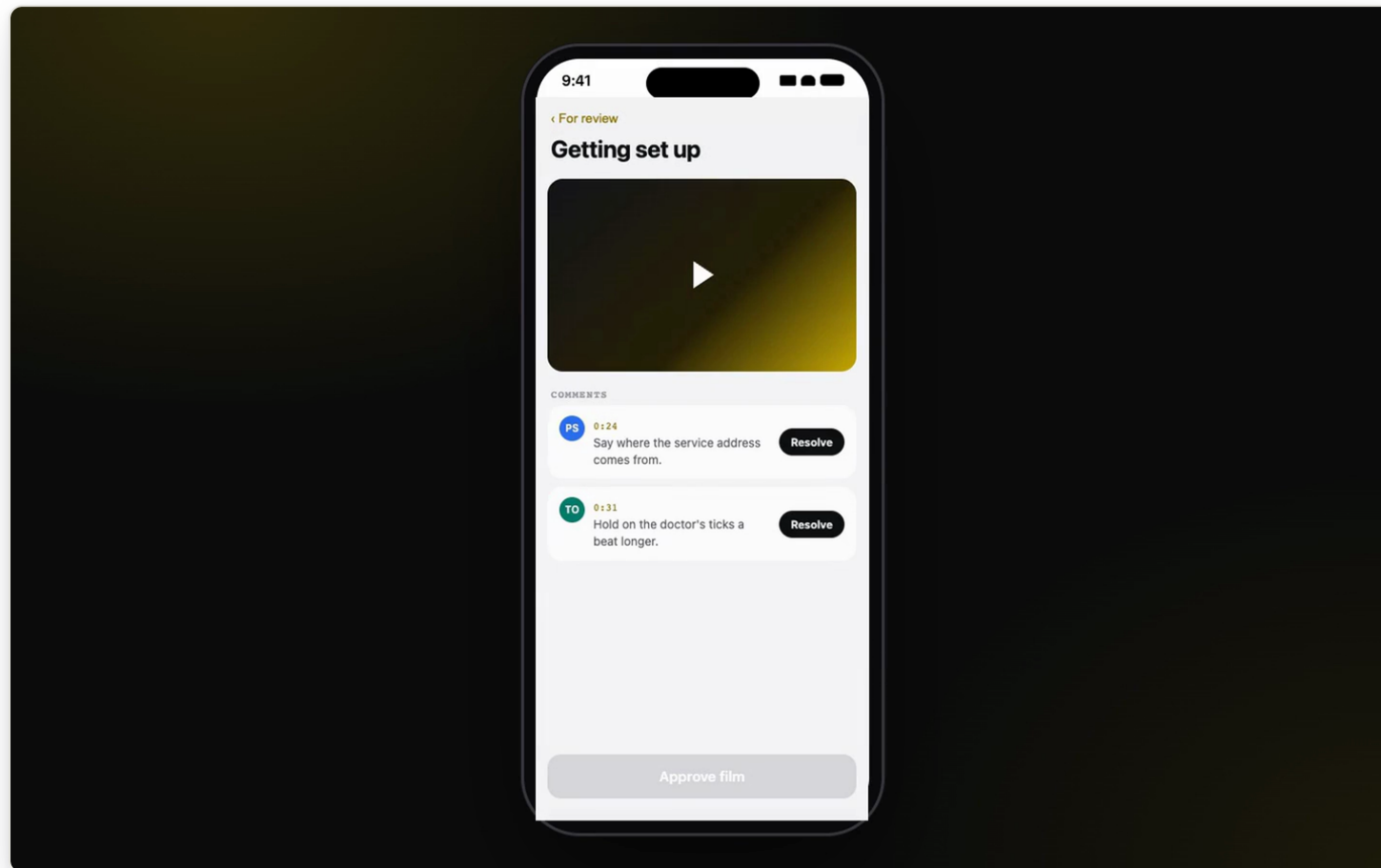
Every build writes subtitles and a transcript from the voice timing, shown in both players and offered with the film.



## Create videos of your mobile web experience

Record your app just as it appears on a phone. Taps are shown with a fingertip, and the final video presents your app inside a phone frame for a realistic look.

Checks for accuracy use the same mobile view.

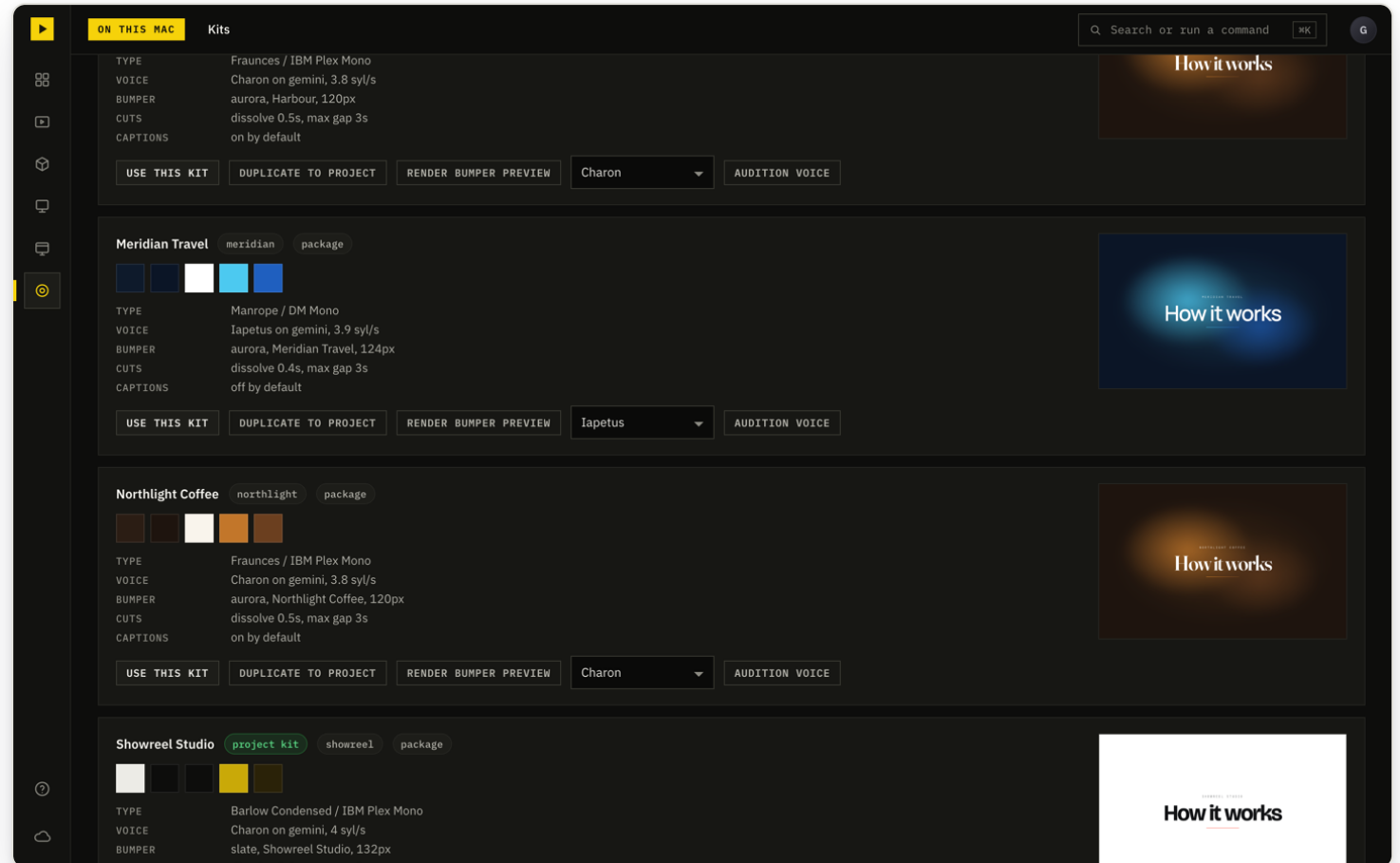


## 11 KITS • YOUR ORGANISATION'S

# Your brand, consistent across all content

Define your company's brand—colors, fonts, logos, voice, and video styles—in a single kit. When you change the kit, any video or presentation can be updated to the new style.

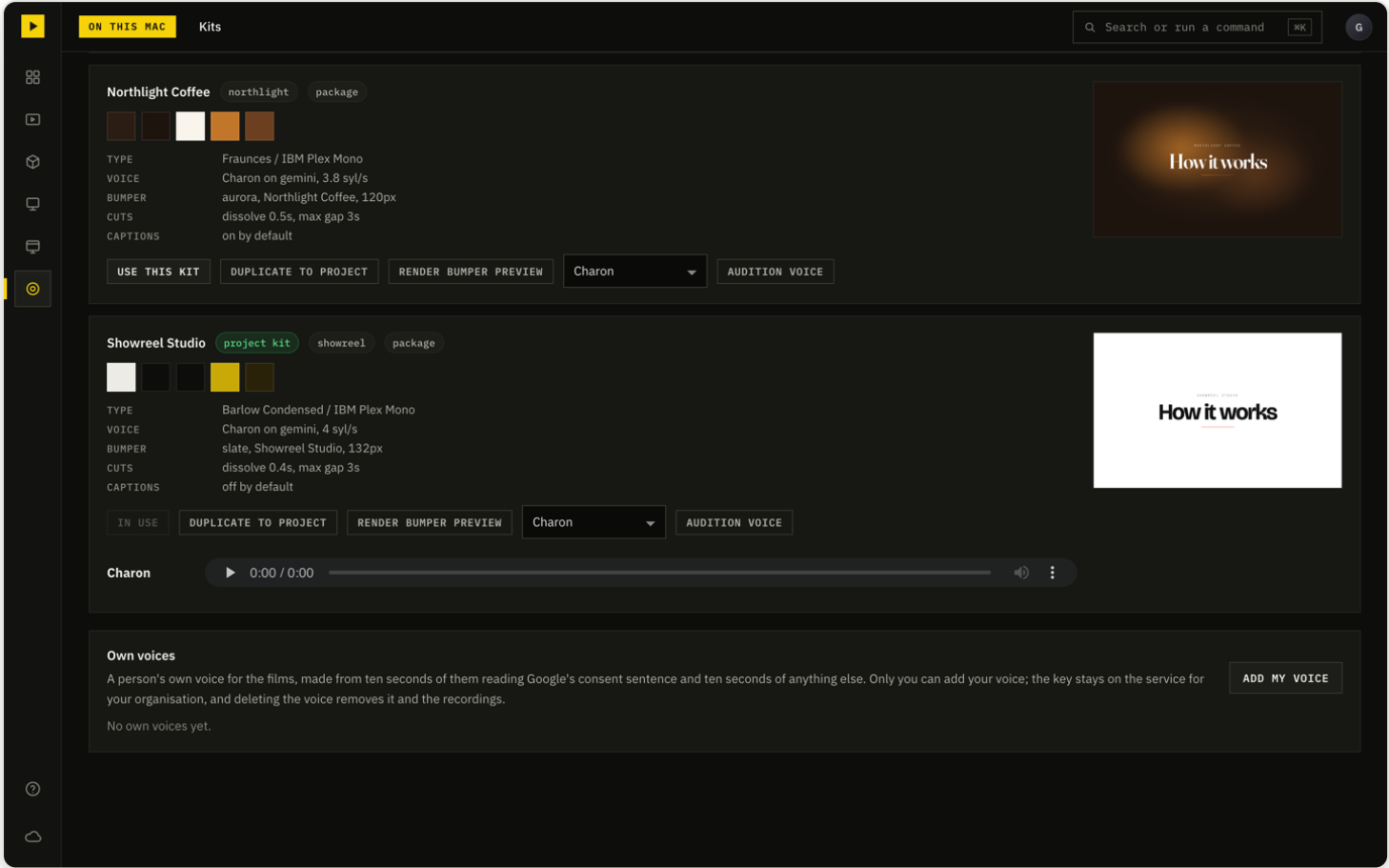
Share a kit with your organization, and everyone will automatically create content that is perfectly on-brand.



12 OWN VOICES \* WITH USER CONSENT

# Use a familiar, trusted voice for your narrations

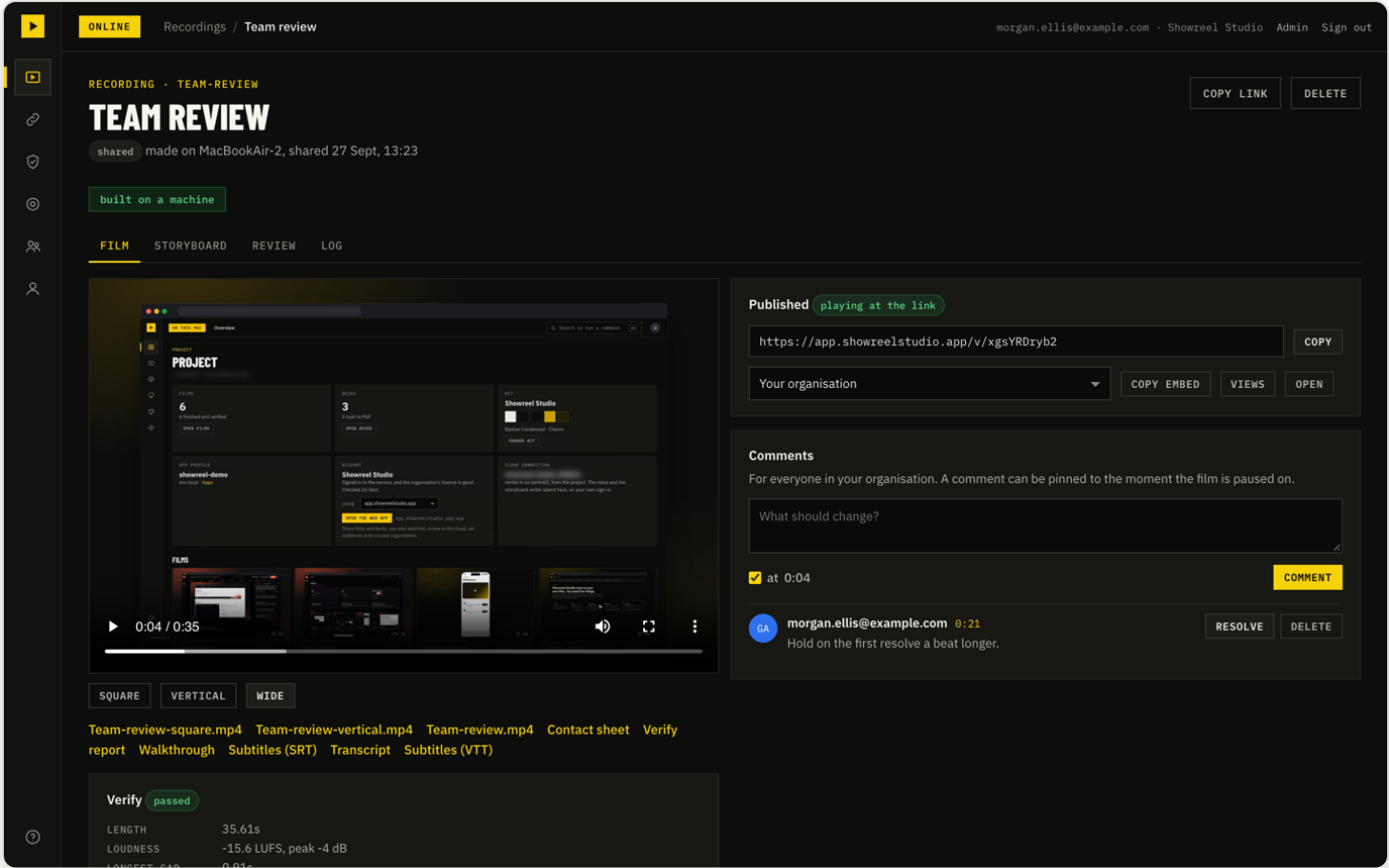
With full consent, you can create a digital version of a person's voice from a short recording. Your videos can then be narrated in that consistent, trusted voice.



# Collaborate with your team to review videos

Videos can be uploaded to a central web app for team review. You can also record videos of public web apps directly in the web app.

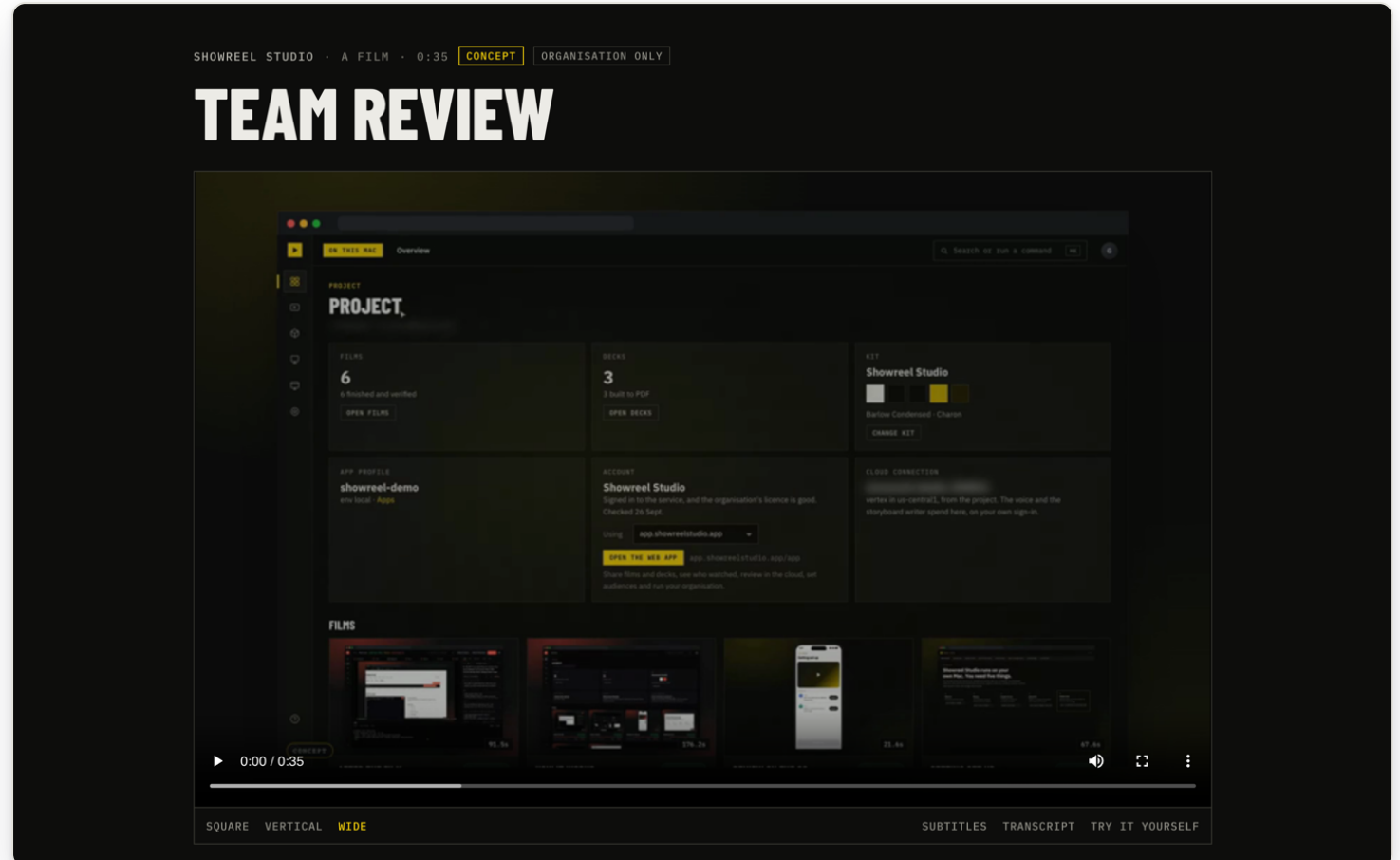
Colleagues can comment on specific moments, approve videos, or send feedback for fixes, making the review process simple and efficient.



## A single link for your video, always up-to-date

Publishing gives you one shareable link for your video. When you update the video, the link automatically points to the latest version, so you never have to send out a new one.

The viewing page includes chapters, a transcript, and an option for viewers to try an interactive walkthrough.



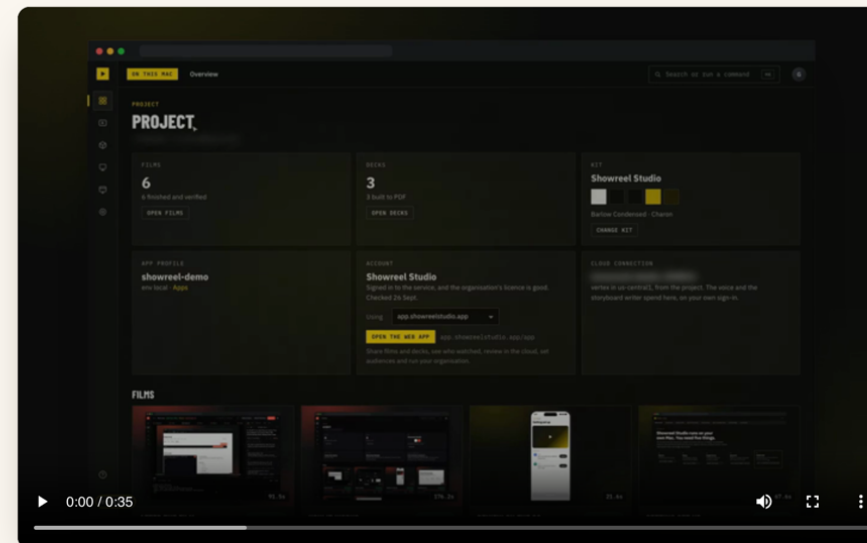
## Embed videos anywhere

You can embed your videos on any website or internal page. If a video is for your organization only, viewers will need to be signed in to watch. Public videos will play for anyone.

## Sharing a film for review

Updated 24 September 2026 · 2 minute read

Before a film goes to anyone else, share it with the people who should see it first. They comment on the moment they mean, and you resolve each comment when it's done.

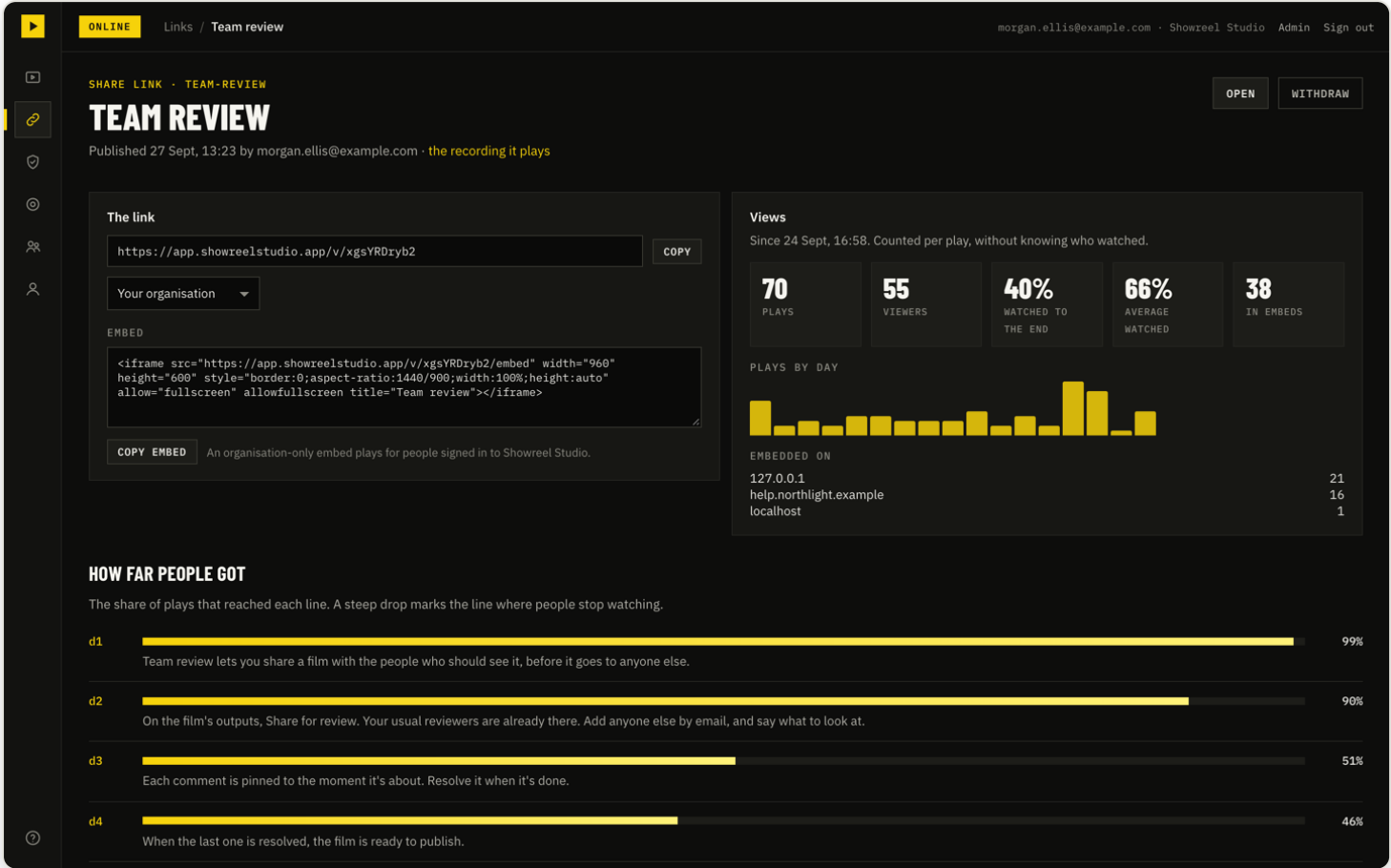


Open the film's outputs and choose **Share for review**. Your usual reviewers are already there; add anyone else by email, and tell them what to look at.

# Understand how your videos are performing

See how many times your videos are played, what percentage of viewers finish them, and where they stop watching. This helps you improve your content.

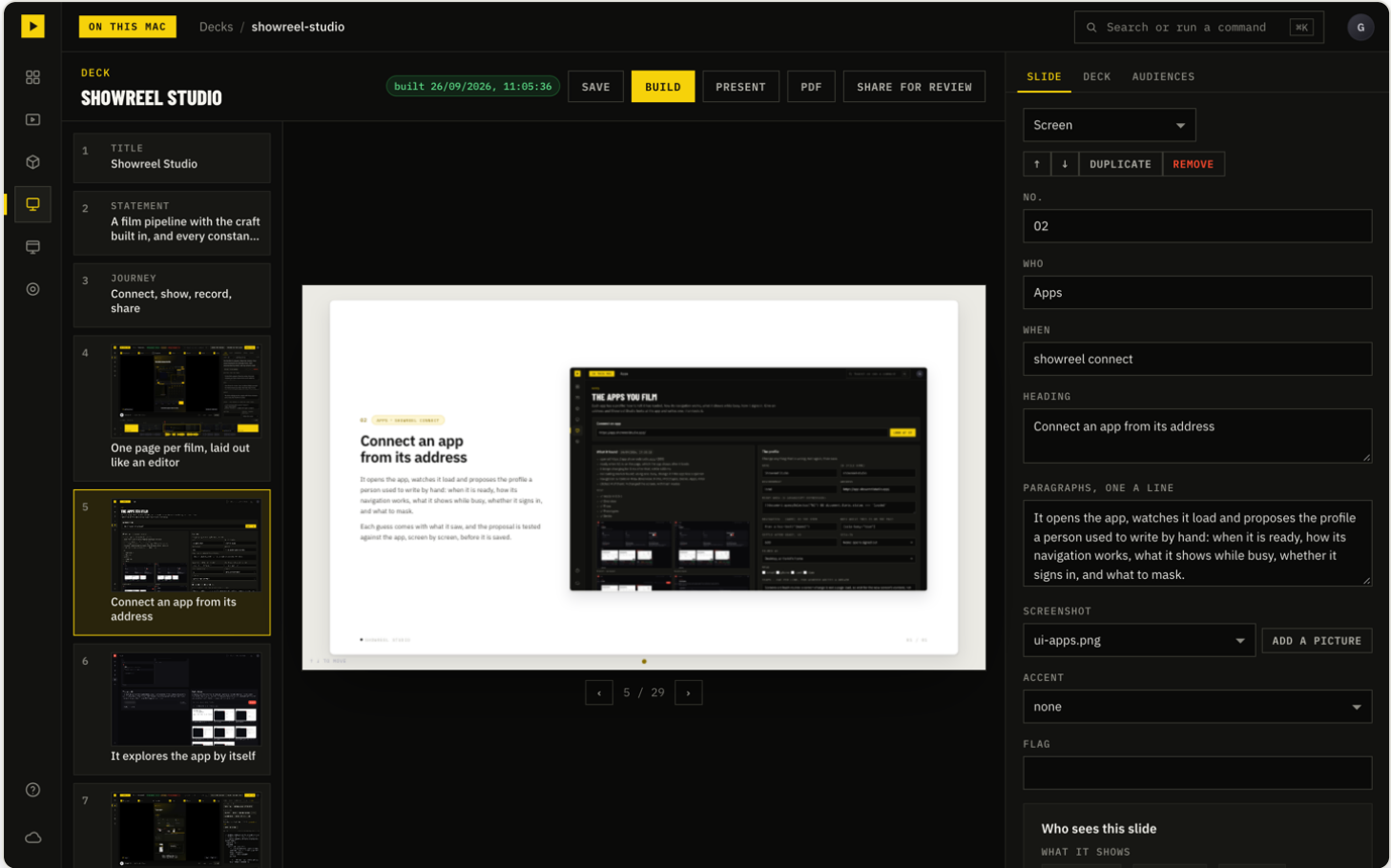
All analytics are collected anonymously to respect viewer privacy.



# Decks, made like films

Every slide laid out as it will look, rendered as you type, with its words in plain fields beside it and pictures dropped in from the Mac.

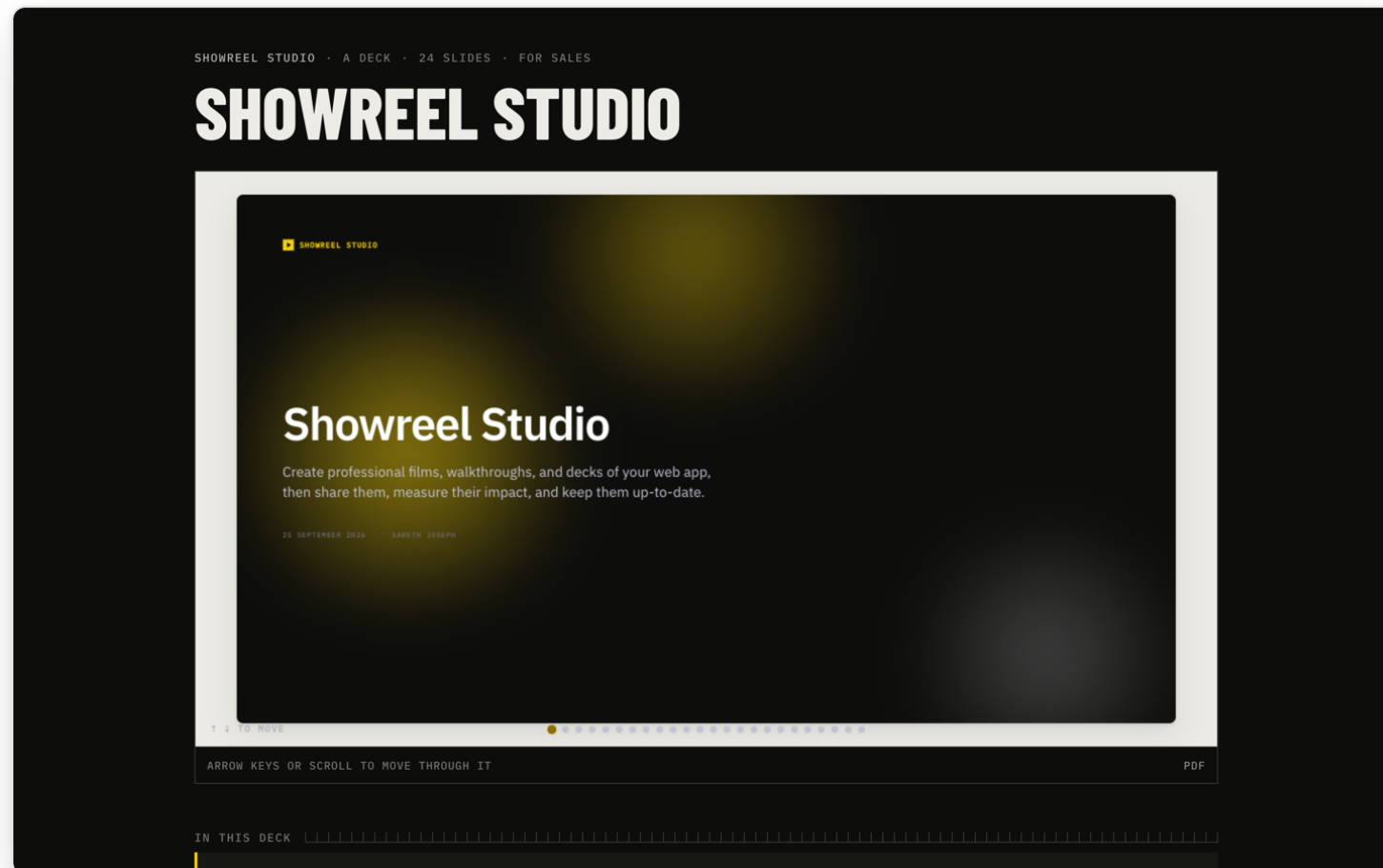
A deck is written from the repository by the service's writer, or made from a film with a slide for each line and its picture.



## A deck has a link too, and counts how far people read

Shared to the web app like a film and published at a link with a page of its own: the deck, its slides as a list that jumps, and the PDF.

Views are counted by slides reached, never who, so the slide where reading stops is the one to fix.

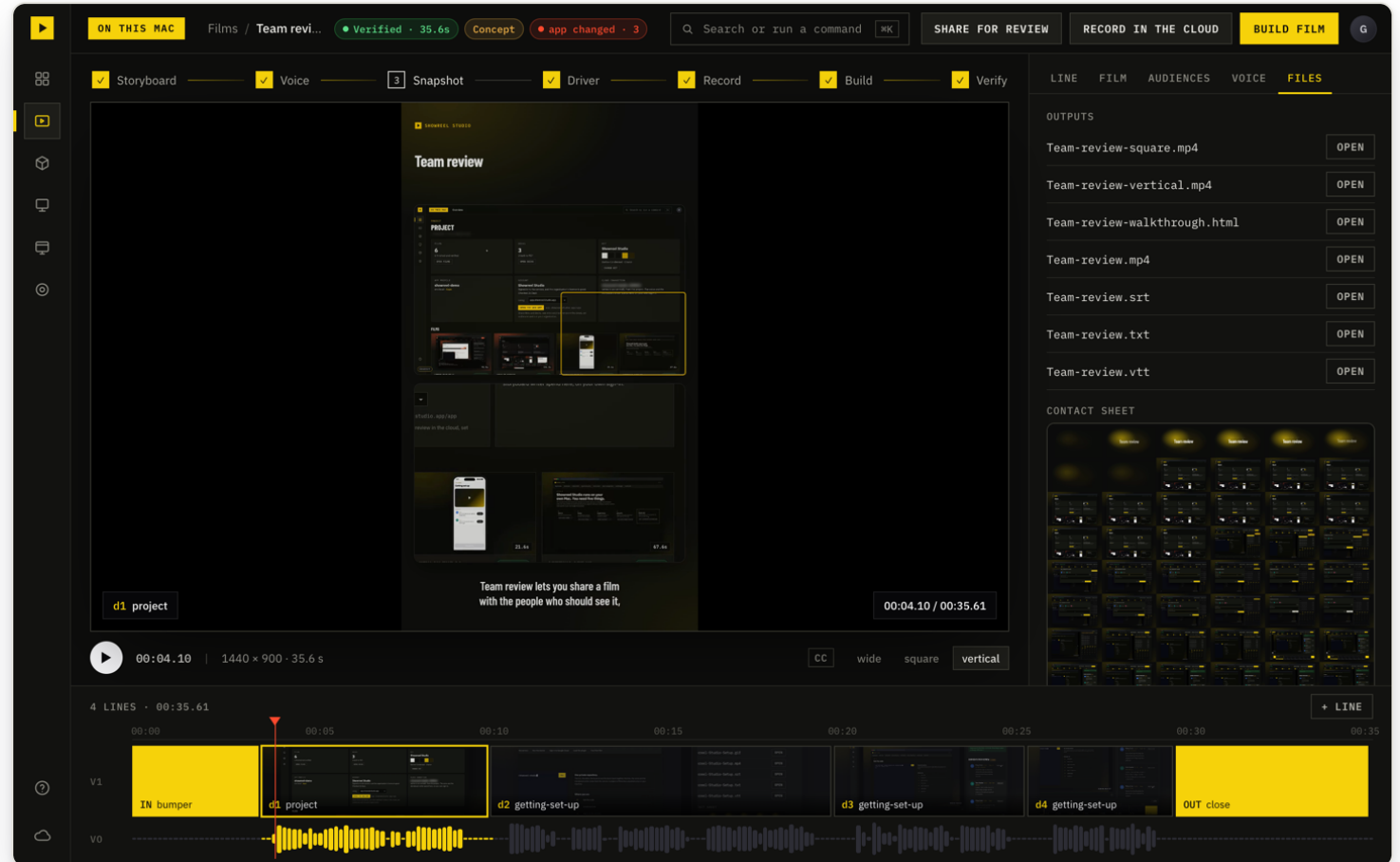


19 FRESHNESS \* ON A SCHEDULE OR ON DEMAND

## Ensure your videos always match your product

Showreel Studio can automatically check your videos against your live app to see if anything has changed, like a button being relabeled. It highlights any differences and flags the video for an update.

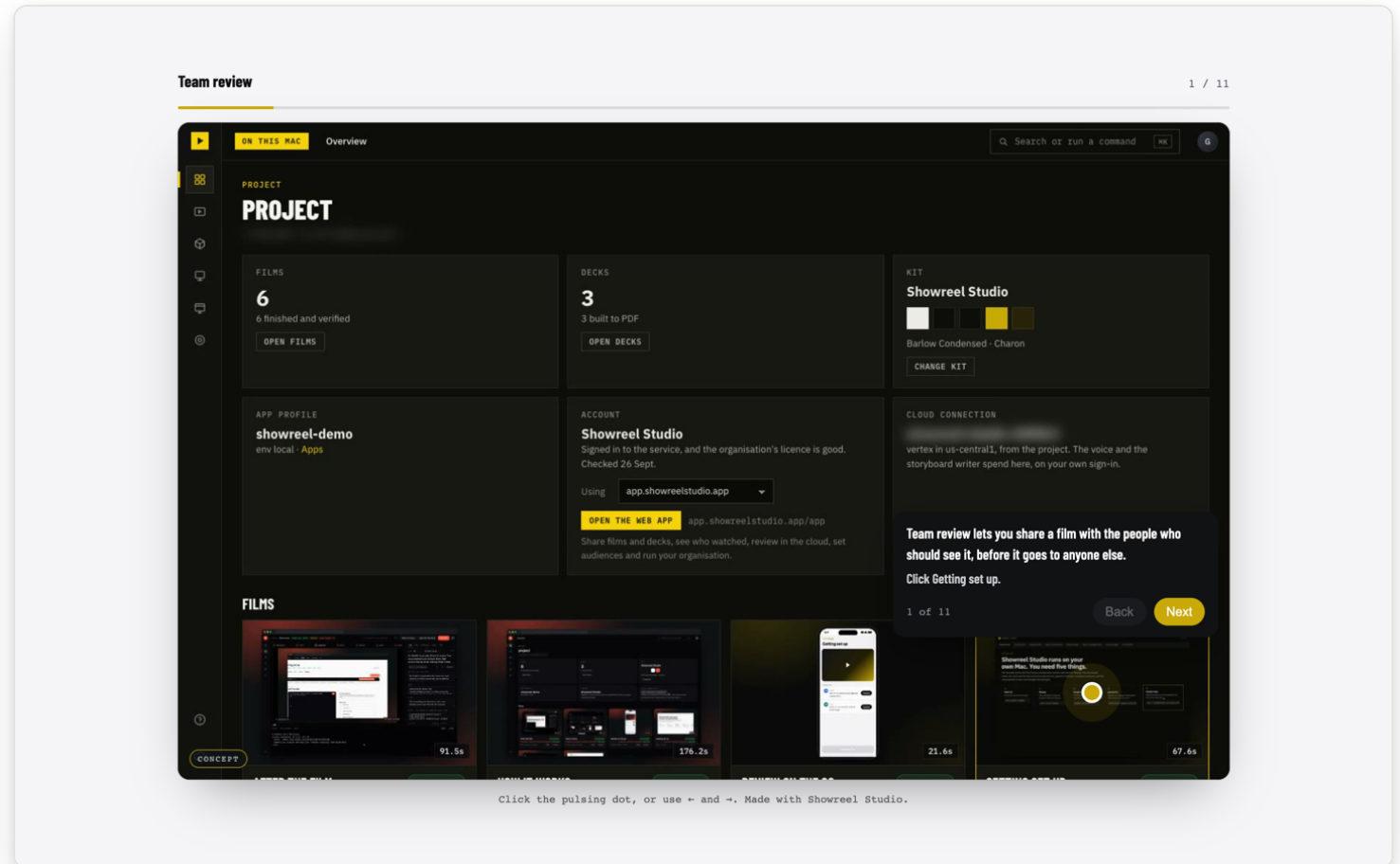
You can then easily re-record it, keeping the same voice-over, to ensure your video is always accurate.



# Turn any video into an interactive walkthrough

A video can be instantly converted into a self-guided walkthrough that users can click through at their own pace, with on-screen prompts for each step. It's a great way to let people try your product for themselves.

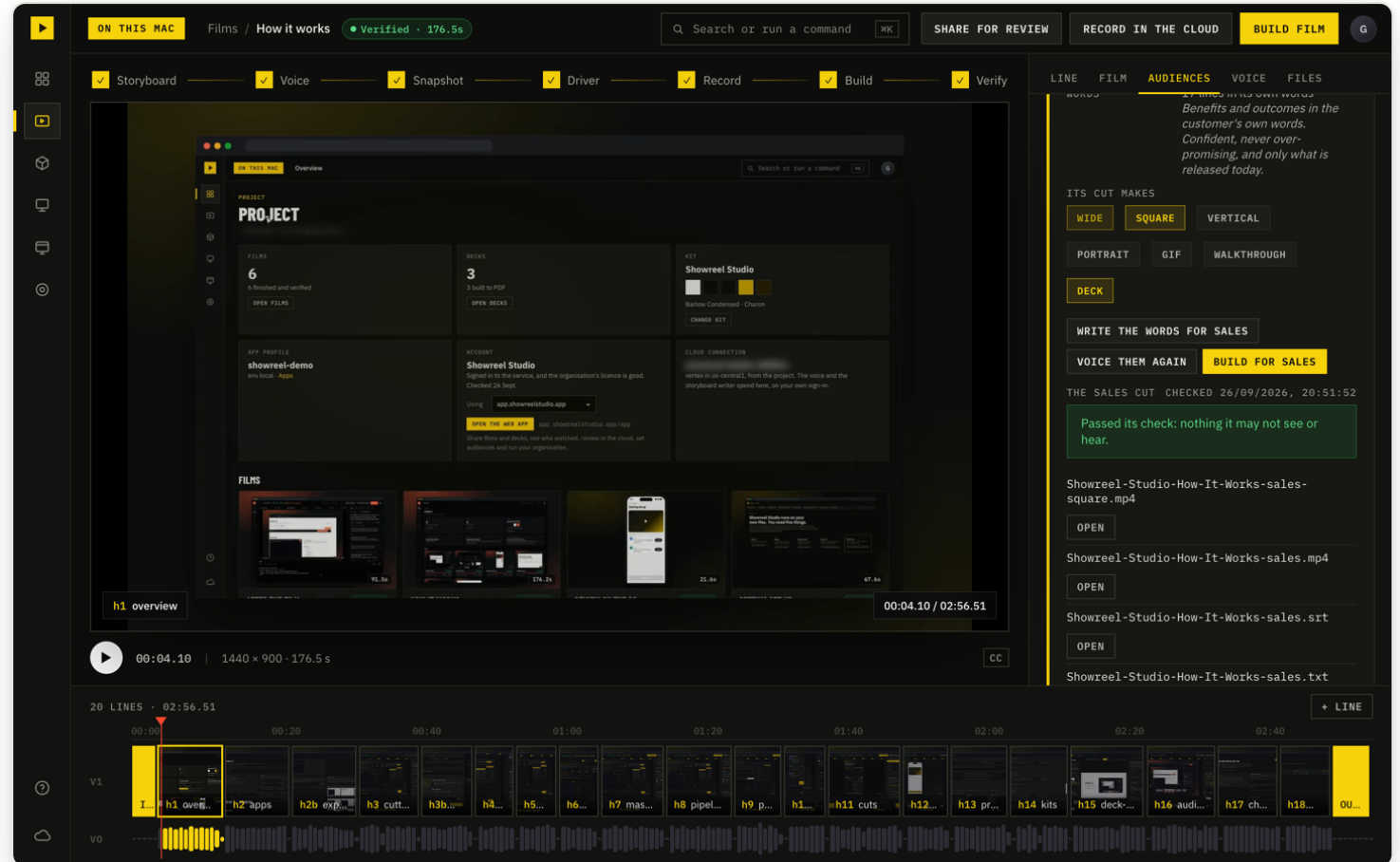
Your video also becomes a presentation deck, with each scene as a separate slide.



# One recording, a cut for every audience

Lines and slides are marked with what kind of sensitive they are: technical, internal, roadmap, metrics, pricing, security. Each audience sees some kinds and not others.

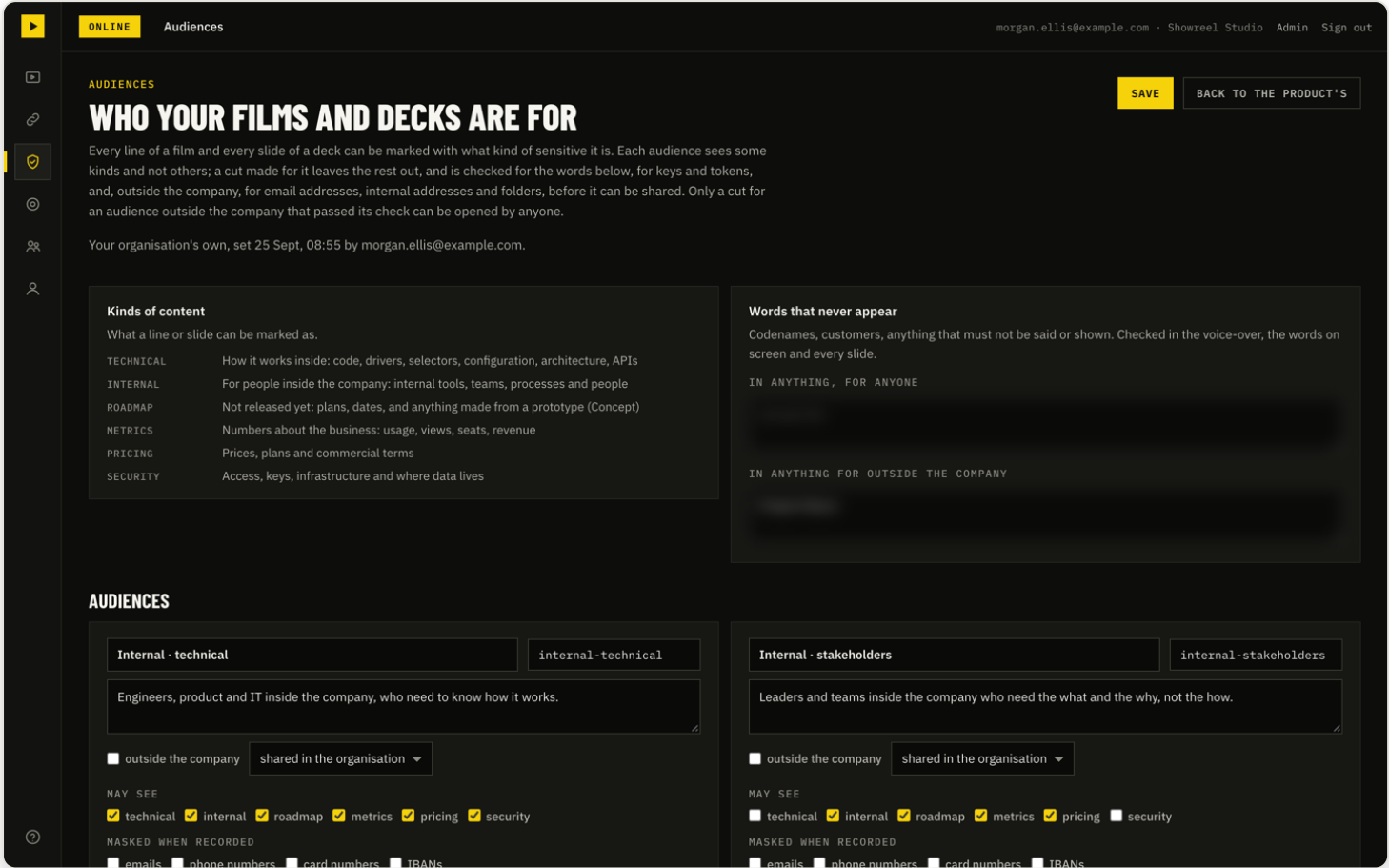
A cut for Sales leaves the rest out of the same take, in words written for Sales, and makes what Sales needs; a deck gets a version the same way.



# Checked before it can leave

The check reads what a cut says and the text on its screens: banned words and keys for everyone, and emails, internal addresses and local folders for anyone outside the company.

Owners set the rules once for every machine, and the service only lets a cut be public when it is for an outside audience and passed its check.



# Manage your team, licenses, and usage

From a central dashboard, you can invite team members, assign roles, and manage access. You can allow people with your company email to join automatically.

You can also manage your license seats and see how the product is being used across your organization.

