

CLEAR® AI Reframe

Convert wide videos to square and vertical for social media.

Social media has evolved from merely a promotional tool to a vital revenue generator for businesses of all sizes. With the rapid growth of platforms like Facebook, Instagram, Snapchat, and YouTube, companies increasingly leverage social media to engage with their audiences, build brand awareness, and drive sales. However, you're too familiar with the time-consuming and often frustrating process of resizing videos to meet the diverse requirements of social platforms. But what if there was a solution that could streamline this process, saving you precious time and resources while ensuring your content shines on every screen?

Introducing CLEAR® AI Reframe

Enter CLEAR® AI Reframe, a game-changing innovation designed to revolutionize the way you resize content for social media. It is an AI-driven, cloud-rendered AI reframing platform hosted on AWS. It converts horizontal videos automatically and accurately into square and vertical formats, saving businesses valuable time and resources.

Key highlights:

Text Re-creation

The AI captures text from the original file, including graphical text elements, to ensure accurate recreation in the output format.

Genre-aware Context Retention

Transforms and reframes content across genres such as talk shows, general entertainment, interviews, news, and sports like basketball, soccer, baseball, cricket, and more.

Fit-to-focus

CLEAR® AI Reframe intelligently focuses on relevant areas while excluding unnecessary ones.

Dynamic Content Detection

It employs advanced analysis of attention models in real-time to accurately capture the important parts of each video frame.

Editing made easy with Co-Pilot adjustments

Effortlessly edit in real time with an intuitive hybrid cloud editor to post on social media in minutes.

Platform-based Video Rendering

Seamlessly mask and stitch content frames and shots to match the destination resolution and aspect ratio.

Why Choose Reframe?

AI Expertise: CLEAR® AI Reframe is a critical part of our AI innovation. Built upon our strategic investments in AI over the past six years, CLEAR® AI represents a perfect culmination of combining small models, LLMs, and multimodal Gen AI purpose-built for M&E. This convergence in our innovation is revolutionizing every facet of our customer business, propelling monetization to the forefront.

CLEAR® AI Reframe is not just another off-the-shelf product—it's a fusion of the industry's most sophisticated AI technologies, PFT's proprietary models, and over a decade of hands-on experience in creating, curating, and annotating content. Drawing upon this wealth of knowledge and expertise, CLEAR® empowers media and entertainment companies to navigate the complexities of content management with unparalleled precision and efficiency.

Enhance your bottom line: CLEAR® AI Reframe optimizes video content for social media at scale, maximizing efficiency.

Boost your topline: Reframe isn't just about resizing content for social platforms—it is a strategic investment in maximizing revenue opportunities by ensuring your videos shine on every screen, engaging audiences across diverse platforms.

CLEAR®, where your content meets revenue.

Contact us

Say goodbye to the hassle of manual video resizing and its limitations. Do more with your videos starting today!

[Click here](#) to schedule a meeting.