



Brand3D joins the Kaltura Video Technology Marketplace

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Brand3D joins the Kaltura Video Technology Marketplace. The companies will enhance customer experience by augmenting video with interactive 3D to increase viewer engagement and drive innovation in learning and visual communication.

Brand3D, the leading provider of sharing tools for 3D content, today announced that the company has joined the Kaltura Video Technology Marketplace. Kaltura is the leading video technology provider of live and on-demand video SaaS solutions, as well as its Video-Platform-as-a-Service. Kaltura provides solutions to thousands of organizations around the world, engaging hundreds of millions of viewers at home, at work, and at school.

The partnership provides customers with access to 3D effects and illustrations integrated into Kaltura's market-leading video platform. The seamless point-and-click interface for adding 3D content will allow enterprises and higher education institutions to efficiently introduce 3D effects during recording, during editing, or after production of a video with a 3D overlay. The result is an experience that allows their audience to interact with the video in new ways that can be personalized to the preferences of each user. This new interaction method, allows users to interrupt video playback and use 3D illustrations and objects to dive into a specific topic before continuing the video consumption. This opens up new ways to tailor the video experience to better engage all individuals in the audience on their own terms.

The proven Brand3D 3D sharing cloud service, which has been in production since 2009, was tested with the Kaltura video platform and complies with the Kaltura guidelines for service integration and quality. Customers can use both the video platform and the 3D extensions in a number of use cases including education & training, student grading and certification, customer service, virtual product presentations, industrial simulation, online architectural and art exhibitions and many more.

"Brand3D's 3D editor and viewer complement our video platform by making video augmentation with 3D objects and effects easy and efficient," said Liad Eshkar, Managing Director of Strategy and Partnerships at Kaltura. "We are excited to have Brand3D join the Kaltura Video Technology Marketplace allowing us to further expand the range of high quality integrated software solutions our customers can choose from."

"A strong video software platform is essential for creating and delivering 3D media experiences in education and enterprise communication," said Hans HH Hansen, CEO, Brand3D. "We are excited to have a technology partnership with Kaltura to combine our efficient cross-device 3D visualization technology with their exceptional enterprise and higher education focused software offerings."

To learn more about Brand3D's technology, visit <https://Brand3d.com>

About Brand3D

Over the last decade, Brand3D has served a large global customer base with its standards-based platform for sharing 3D objects and content.

About Kaltura

Kaltura's mission is to power any video experience. A recognized leader in the EVP (Enterprise Video Platform), EdVP (Education Video Platform), Cloud TV, and OVP (Online Video Platform), markets, Kaltura has emerged as the fastest growing video platform with the broadest use cases and appeal. Kaltura is deployed globally in thousands of enterprises, educational institutions, media companies, and service providers and engages hundreds of millions of viewers at home, at work, and at school. The company is committed to three core values — openness, flexibility, and collaboration — and is the initiator and backer of the world's leading open source video management project, which is home to more than 150,000 community members. To learn more, visit <https://corp.kaltura.com>