

## simpleshow Adds more CI Capabilities To Its Video Maker

*The explainer video creation platform's newest feature release introduces corporate design capabilities to its signature animation style*

OCTOBER 07, 2021 — [simpleshow video maker](#) has announced a new product update that supports corporate identity requirements. With corporate users being the core user group of the video creation tool, they can now utilize a background feature to enhance the branding component of their videos.

Customization and personalization take the spotlight with this release while keeping the simplicity and ease-of-use video maker is known for. With several background options, users can upload a customized background to match their CI, change the background to match their brand colors, or choose from backgrounds created by simpleshow.

Sandra Boehrs, CMO of simpleshow emphasizes the corporate orientation of the new feature set: *"With our clients we are seeing a truly ubiquitous use of simpleshow throughout many corporate functions. While our simplified style concept has proven to be the most effective way of visual communication, we now cater to the CI requirements of our clients without sacrificing our unique methodological advantage."*

The new background feature helps corporate clients maintain brand standards even with multiple users in various roles throughout the company and at the same time underlines the approach of simple and effective creation of individual content. It is available in simpleshow's Pro and Enterprise plans and for educational institutions through the Classroom subscription.

**About simpleshow:** simpleshow is the pioneer platform for digital products and services around explainer videos. Guided by the mission to make modern communication simple and concise, the market leader enables everyone to explain complex topics in a clear and engaging way. The AI powered SaaS solution, simpleshow video maker, allows users to create professional explainer videos within just a few clicks in over 20 languages. A magic that comes from years of experience in producing tens of thousands of videos and eLearning courses, in over 50 languages. The simpleshow team caters to clients from offices in Berlin, Luxembourg, London, Miami, Singapore, Hong Kong, and Tokyo. Large international companies value simpleshow as a partner for the ability to provide simple, effective explanations.

**Press contact:**

simpleshow gmbh | Am Karlsbad 16 | 10785 Berlin | Germany

simpleshow.com

Contact person: Ms. Ineke Methner

pr.int@simpleshow.com | Phone: +49 30 809 502 133