

CUSTOMISATION TOOLS



Imagen's video management platform gives content owners complete control over the way their media is accessed through a customisable web interface. Easily configure Imagen to reflect your brand and deliver a seamless, multi-language user experience.



FLEXIBLE

Build the perfect platform for your audience



SIMPLE

Easy to create using non-technical WYSIWYG tools



FAST

Add exciting new features in just a few clicks



ENGAGING

Create exciting user experiences for a wide range of users



BUILD OR BUY

Do it yourself or let our professional services team build your theme



COMPREHENSIVE

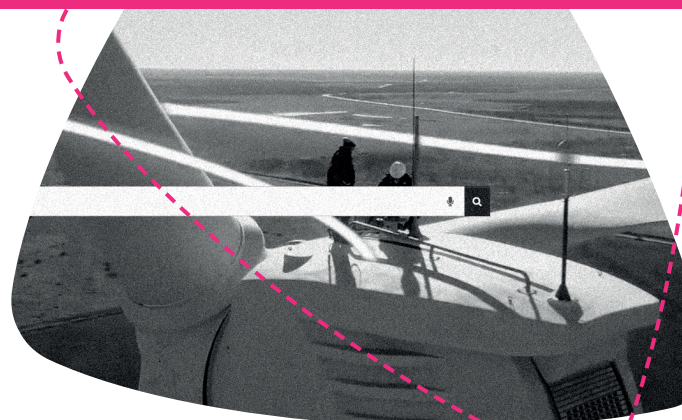
Everything you need to build a world class video experience

WHY SHOULD I CARE ABOUT USER EXPERIENCE?

You may have killer content, but if the user experience that surrounds it is poor, its value may be wasted. Clients can go elsewhere, or staff may fail to engage with the content you own. A frustrating user experience can seriously restrict the ROI for your content and damage the perception of your brand.

Customer intelligence agency Walker predicts that experience will overtake price and product as the key brand differentiator by 2020.

In a busy marketplace where there's lots of choice, the quality of engagement you offer can be vital to differentiate you from the competition.



The user experience you provide reflects the quality of your brand and the value of your content is conveyed through branding, image, identity and aesthetics.

At Imagen we know one size doesn't fit all. Every business model, use cases and brand is unique. For that reason, we give you the flexibility to design the user interface and create the user experience to support your business goals.

CREATING THE USER INTERFACE FOR YOUR IMAGEN PLATFORM

THEMES

Imagen's sophisticated UI (User Interface) tools enable you to change the look and feel of your platform in just a few clicks. To get started, choose a theme and then customise it with an easy to use WYSIWG (What-you-see-is-what-you-get) page editor. Administrator level users can change the look and feel of a basic theme by clicking the pencil icon to edit sections of the website called *Editable Zones*.

WIDGETS

A range of Imagen Widgets can be added to Editable Zones to add rich, interactive media elements; to help promote your content and create an engaging experience for your end-users.

► CAROUSEL

Embed a series of videos or images in a scrolling carousel to promote a collection or feature the latest additions to your media library on your homepage or in any editable zone.

► CUSTOM HTML

Insert lines of custom HTML into a page.

► TWITTER TIMELINE

Embed a twitter timeline-feed to see your most recent posts.

► SPACER

Improve web page layout with blank space.

► IMAGE VIEWER

Place a static image in an Imagen web page.

► MAP VIEWER

Add lat/long coordinates and Imagen will render the map in your page.

► RESPONSIVE GRID

Embed a responsive image grid.

► TEMPLATE

Rich text template.

► RECORDS VIEWER

Displays a grid of Imagen records (as thumbnails).

► VIDEO PLAYER

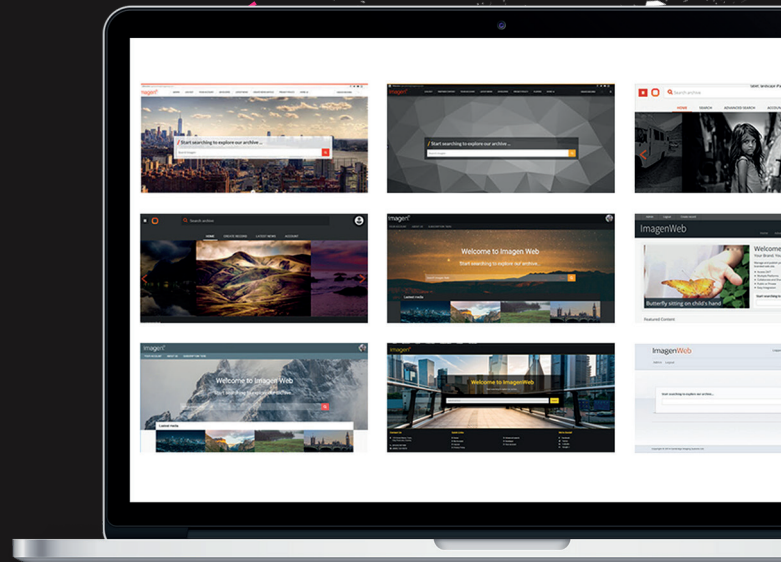
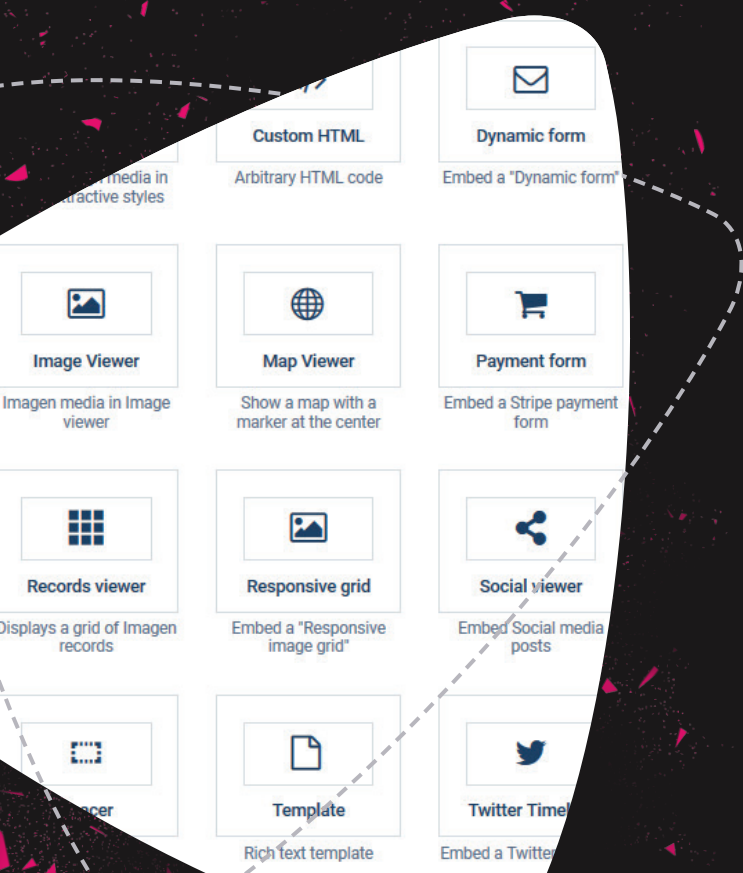
Imagen media in HTML player.

► SOCIAL MEDIA POSTS

Embed social media posts.

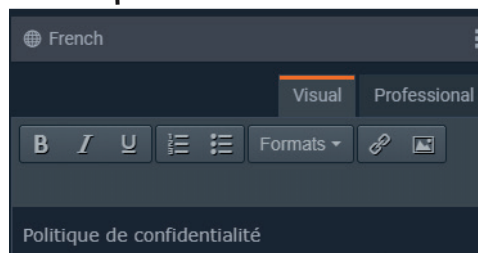
► FORM BUILDER

Easily set up forms on your Imagen platform to allow end-users to contact administrators or sales teams and embed them anywhere in your Imagen platform.



MULTI-LANGUAGE SUPPORT

Imagen is all about extending the reach of your content. We can help by delivering web page content in the end-user's local language. Imagen stores any number of translations for user generated web page content and then displays it dynamically based on the users' browser language setting or through language setting controls.



PREVIEW YOUR PLATFORM

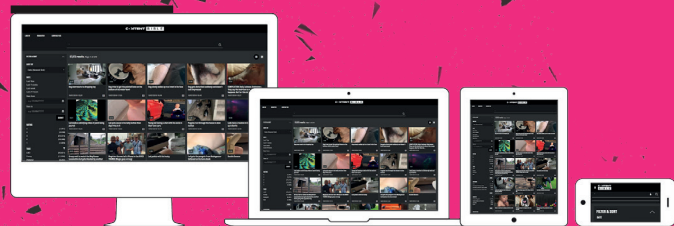


Imagen delivers a fully responsive user interface for your video platform which means it will look good on any size browser or device. Before you launch your portal you can see how it will appear on desktop, tablet and mobile with our handy preview tool.

PUBLISHING TOOLS

Imagen's customisation tools stretch far beyond configuring your user interface. It also gives you a whole set of tools to add extra context and information to promote your media and your brand.

ADD A NEWS ITEM

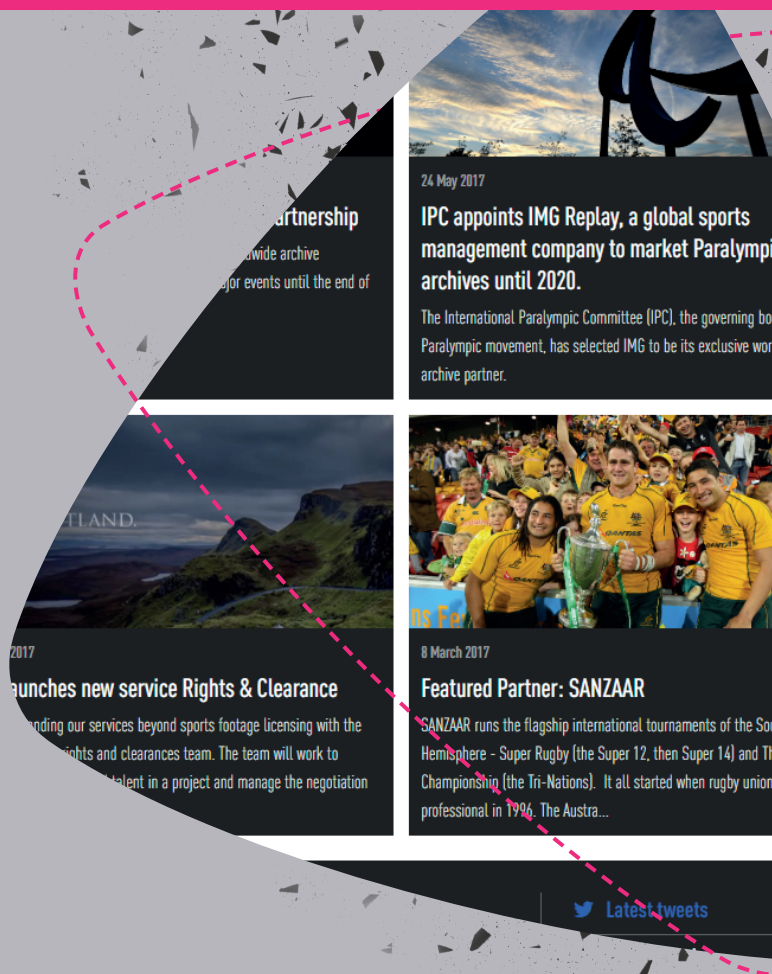
Create a series of blogs or news stories with consistent formatting – add images or video from your Imagen platform to bring your articles to life.

CREATE CUSTOM PAGES

Imagen gives you complete flexibility when adding new pages. Set up how to guides, add contact information, publish pricing and more. You can even embed html or javascript to include dynamic content.

ONBOARDING NEW USERS

Design registration forms to capture the information you need at the point of sign up. Send beautifully formatted welcome emails to new registered users.



WE ARE IMAGEN.

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.

LONDON

16 Kirby St, Second Floor
London, EC1N 8TS

✉ hello@imagen.io
☎ +44 (0)1954 262000

CAMBRIDGE

1 Grange Court, Covent Garden,
Willingham, CB24 5AH

✉ hello@imagen.io
☎ +44 (0)1954 262000

NEW YORK

106 West 32nd Street, 2nd Floor
Office #135, New York, NY

✉ helloUS@imagen.io
☎ +1 (857) 574 9847