

banuba



WHITE PAPER

AI VIDEO EDITOR SDK

Creative video editing tools in your mobile app

Contents

01

The Rise of Mobile Video Apps 3

02

What is AI Video Editing SDK 7

03

SDK Features 15

04

Technical Characteristics 21

05

Demo and Trial 24

06

Integration 27

07

Customization 30

08

Support and Accounting 33

09

Pricing 36

10

Why AI Video Editing SDK 40

11

Case Study 43

12

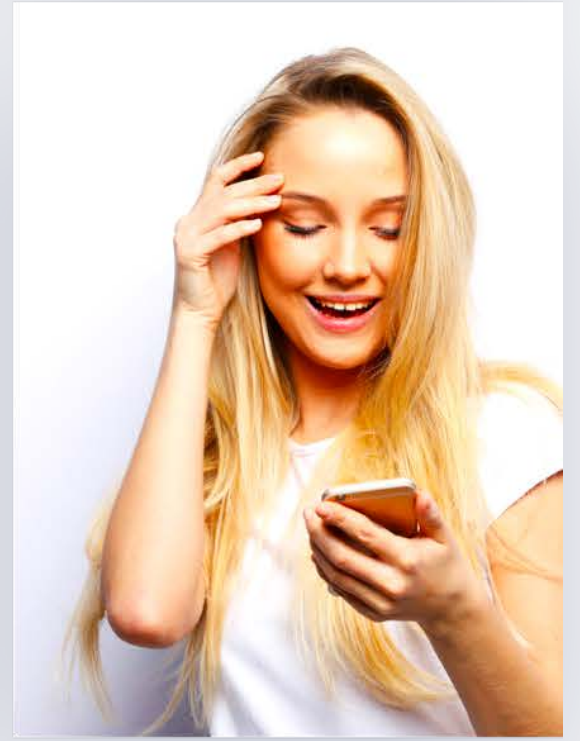
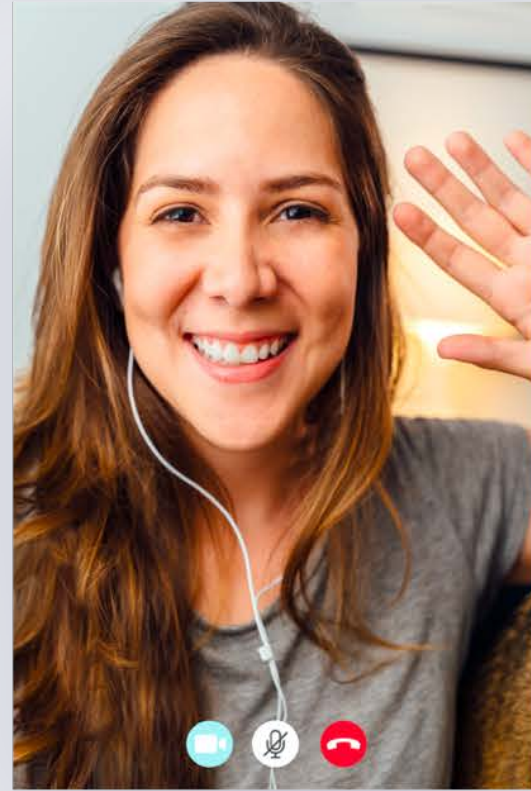
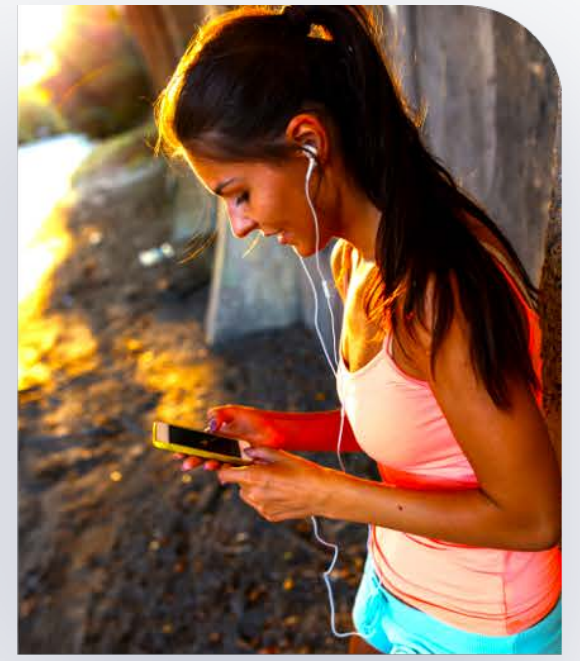
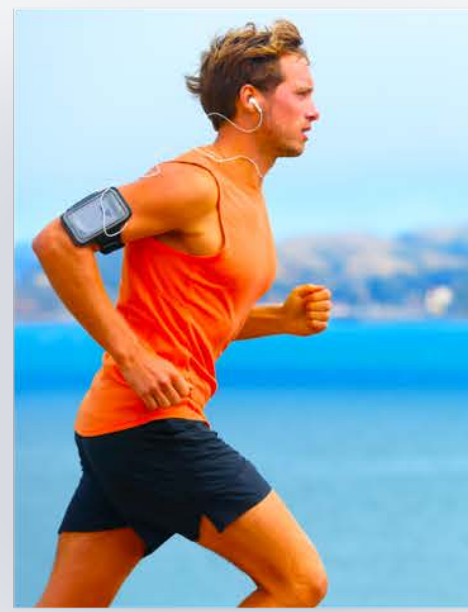
About Banuba 47

13

Contact Us 50

01

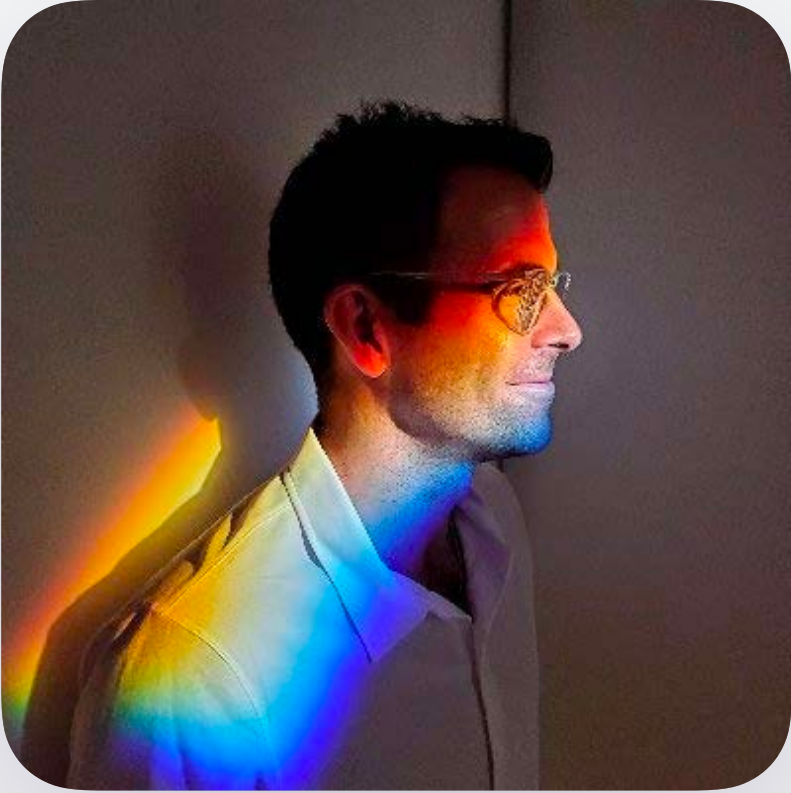
THE RISE OF MOBILE VIDEO APPS



The mobile app revenue has grown tremendously over the past decade. It's forecasted to reach \$1 trillion by 2023 according to **Statista**.

Mobile social media companies are adjusting their strategies too to follow an increased demand for video, drawn by the pandemic.

- Snapchat introduces a feature to compete with TikTok called **Spotlight**, distributing over \$1 million every day to entice users to create and share videos.
- Instagram witnesses a boost in short videos among users and places **Reels**, a tab to make and discover short, fun videos, on the home page.



“Change is happening quickly right now, including how both of these groups use Instagram and engage with the world. This year, with the pandemic and much of the world sheltering in place, we’ve seen an explosion in short, entertaining videos on Instagram,”

- **admits** Adam Mosseri, Head of Instagram.

An increase in smartphone market size and the growing popularity for social short video, make the mobile space too important for brands and advertisers to ignore.

Video sharing apps with an active community of content creators open up new opportunities. Brands and advertisers can engage with young audiences right where they are – on mobile and social networks.

In 2020, smartphone users spend 50% of their mobile app time in social and communications apps. Video and entertainment apps, like Netflix & TikTok, are second in popularity taking up to 21% of total usage time, as **App Annie** reports.

The borders between social and entertainment apps are vanishing as younger audiences turn to these apps for similar purposes.

Empowering The Next Generation of Video Creators

The new generation of content creators go for apps where they can communicate creatively, show their talents and develop their personal brand. They want to make a living doing things they like.

Videos help to achieve these goals. It's the most engaging and easy to perceive form of content. In seconds, creators can tell stories, communicate their ideas and present themselves. With just one video going viral, people can gain popularity and skyrocket their fan base.



To address the demand of today's content creators and stand out in a highly competitive market, developers seek to enhance their apps with cutting-edge video tools. Banuba, a pioneer in computer vision technology, addresses this demand. We merge AI, AR and video to introduce a unique solution for mobile platforms. Our AI Video Editor SDK enables the creation of professional videos directly on mobile devices, turning editing into a fun and exciting experience even for those who do not have relevant skills. It's tailored for short video forms and social sharing.

This white paper examines different use cases and outcomes from integrating Banuba AI Video Editor SDK into mobile apps.

02

WHAT IS AI VIDEO EDITOR SDK

SDK Components

Video Editing

Users can process videos right from the mobile app. The UX is designed for short video and social networks, enabling a smooth mobile video capture and editing.



Processing Effects

We ship our SDK with a collection of video effects and filters. In seconds, users can achieve compelling videos without tiresome editing.



Face AR

Our SDK integrates with face detection and tracking technology allowing users to augment faces not only in real-time but post processing too adding masks to video.



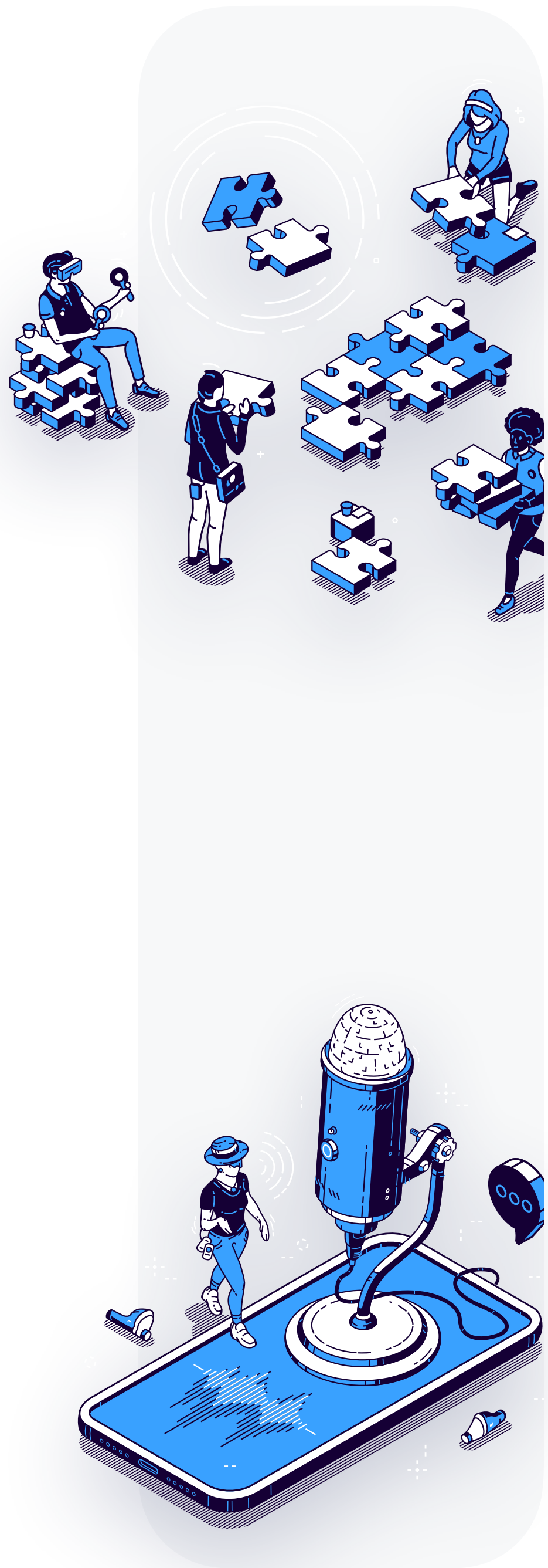
AI

We apply AI to enable the most sophisticated video effects. With real-time image segmentation, we can select ANY object in a photo or video frame. Our experimental AI video technology includes:

- CV algorithms for tracking the selected items in the next frames.
- Multiple effects applied to desired items.
- Exemplary effects: glitch, blur, pixelation, object removal.
- Photo and video editing toolbox.
- Full body segmentation.

Audio Browser

Add any audio API per your choice or use our out-of-the-box integration to allow users to overlay music or play it live to record a video.



See what's possible in a [**demo video**](#)



What Benefits You Get

Video Editor is an excellent way to engage millennials, boost user-generated content, draw audiences and creators in your app. Our SDK empowers your apps with intuitive video generation tools and amazing AR filters, making the content creation a breeze.

Developer's Benefits

- ★ **Make your app more competitive** by adding more value with a powerful AI video editor.
- ★ **Save on the development costs** by integrating all features with one SDK.
- ★ **Launch your app quickly** — we provide a turnkey integration and a starter pack of masks.
- ★ **Inspire video content creation** offering convenient video tools and engaging effects.
- ★ **Grow your audience organically** and monetise efficiently inspiring users to make and share quality videos.
- ★ **Boost user sessions** keeping the audience engaged with AR.
- ★ **Increase retention** adding new video features and effects.

By adding an AI video editor in your app, you can allow users to create high-quality social videos with fewer efforts, gain fans and popularity to eventually become professional vloggers who partner with brands and can monetize the videos. The more content they generate and share, the more popular your app becomes, helping you to attract new users and brands organically.



What Apps You Can Build

Short Video Apps

Create apps like TikTok where users can share short funny videos and lips sync clips to express their talent and gain popularity.



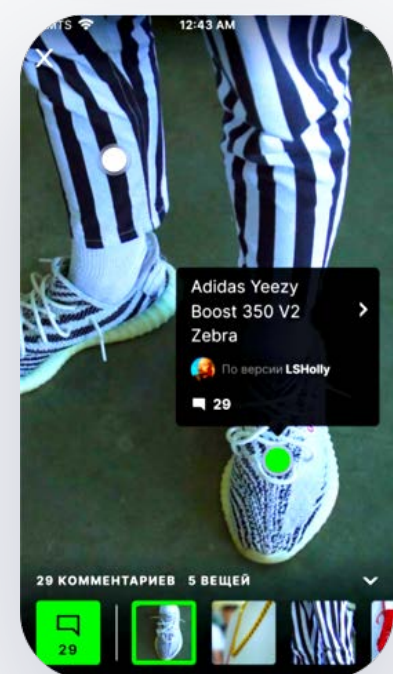
Social

Build thematic platforms where users can generate videos about what they like most, e.g. fashion, style, food or hobbies. Target your audience based on their interests and monetize your app efficiently.



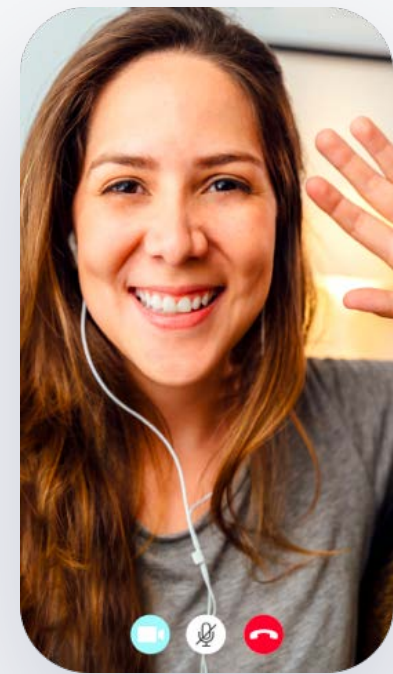
E-Commerce

Video editor integrated with an e-commerce platform, lets users quickly shoot unboxing videos or product reviews, helping you to engage consumers and increase conversion rates.



Communication

Integrate our video editor into your mobile chat app to enrich user conversations. Users can record, edit and send videos right from the app to make their chatting more interesting.



Entertainment

Bring content creators together and let them tell their stories using creative videos. Users can apply AR filters, 3D stickers and video effects to self express, show their talent and gain fans.



Traveling

Allow travellers to easily create amazing vlogs about their journeys right on mobile. Our SDK includes all essential features like trim, cut, text, GIFs, professional filter processing and much more.



Education

Empower teachers and learners to interact with video, record lessons and create educational materials enriched with AR filters. We can provide filters by topic helping teachers immerse students into the subject.



What Videos Users Can Create

Our Video Editing SDK fits into a variety of use cases helping you to deliver the most convenient video tools for your users. We can personalize AR content and filters based on the audience interests, age, gender or geo to fit into your app concept.

Types of User Generated Videos

- Short entertaining videos
- Tiktok-like content
- Lips sync
- Slideshares / Stories
- Product reviews
- Unboxing
- Testimonials
- Video recipes
- How-to
- Lifehacks
- Self-presentations / CVs
- AR lessons
- Funny role-plays
- Animated kids' tales
- Travel vlogs
- Video challenges
- Simple animated clip arts
- HR, company or brand promo

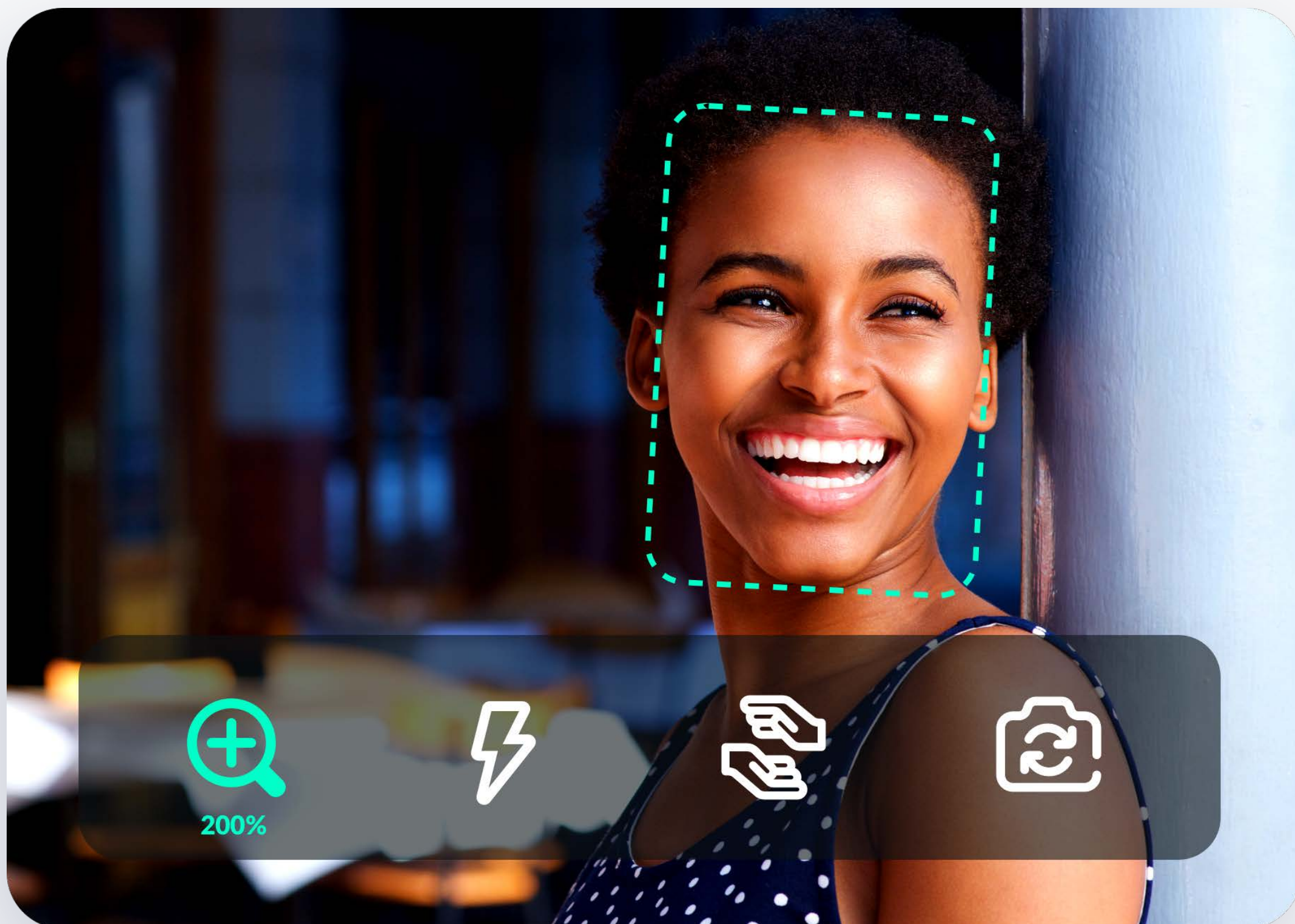
03

SDK FEATURES

Camera Capture

The camera module provides all the basic features for video and photo capture, including those which most people got used to on mobile.

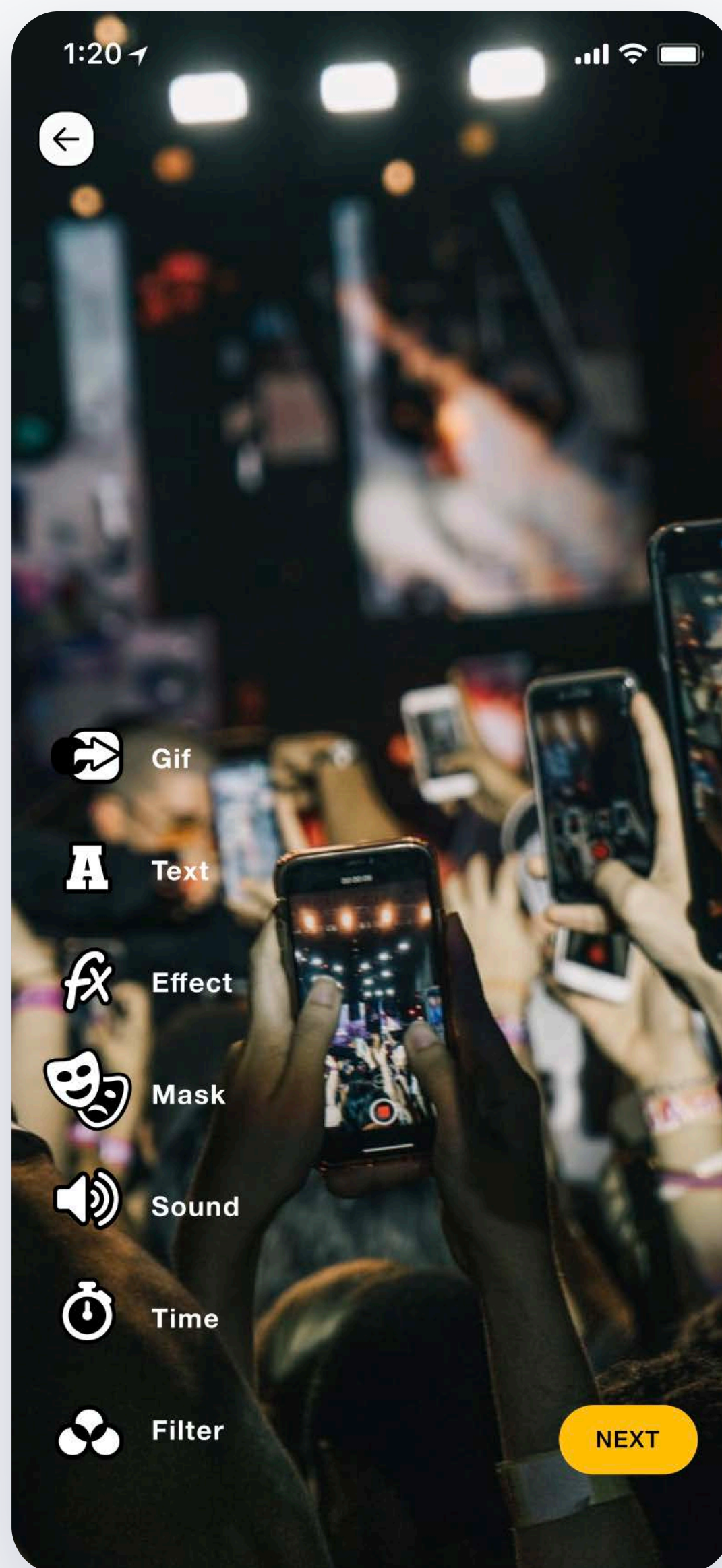
- Photo capture and Video recording (HD)
- Zoom
- Timer
- Flash
- Front and rear camera switch
- Hands free mode



Video Editing

The video editing module makes working with video timeline easy and provides the key functionality for its processing.

- Access gallery/ camera roll
- Trimming & concatenation
- Timeline
- Slow motion & Fast forward
- Stories or slideshow
- Video export.
1280x720
resolution, mp4
format
- Record additional
voice track



Face AR Masks

The Face AR module introduces amazing augmented reality and facial animation features. Users can apply face filters as a post-processing effect or record videos with filters in real-time.

- Realistic try-on
- Morphing effects
- Animal and famous character filters
- Animated backgrounds
- 2D/3D stickers applied to the face
- 3D animation
- Trigger-effects enabled with facial expressions



Video Effects

We include a collection of Instagram-like color filters and Tik-Tok-like video effects which are applied to the entire screen. By a tap, users can turn their videos into art clips.

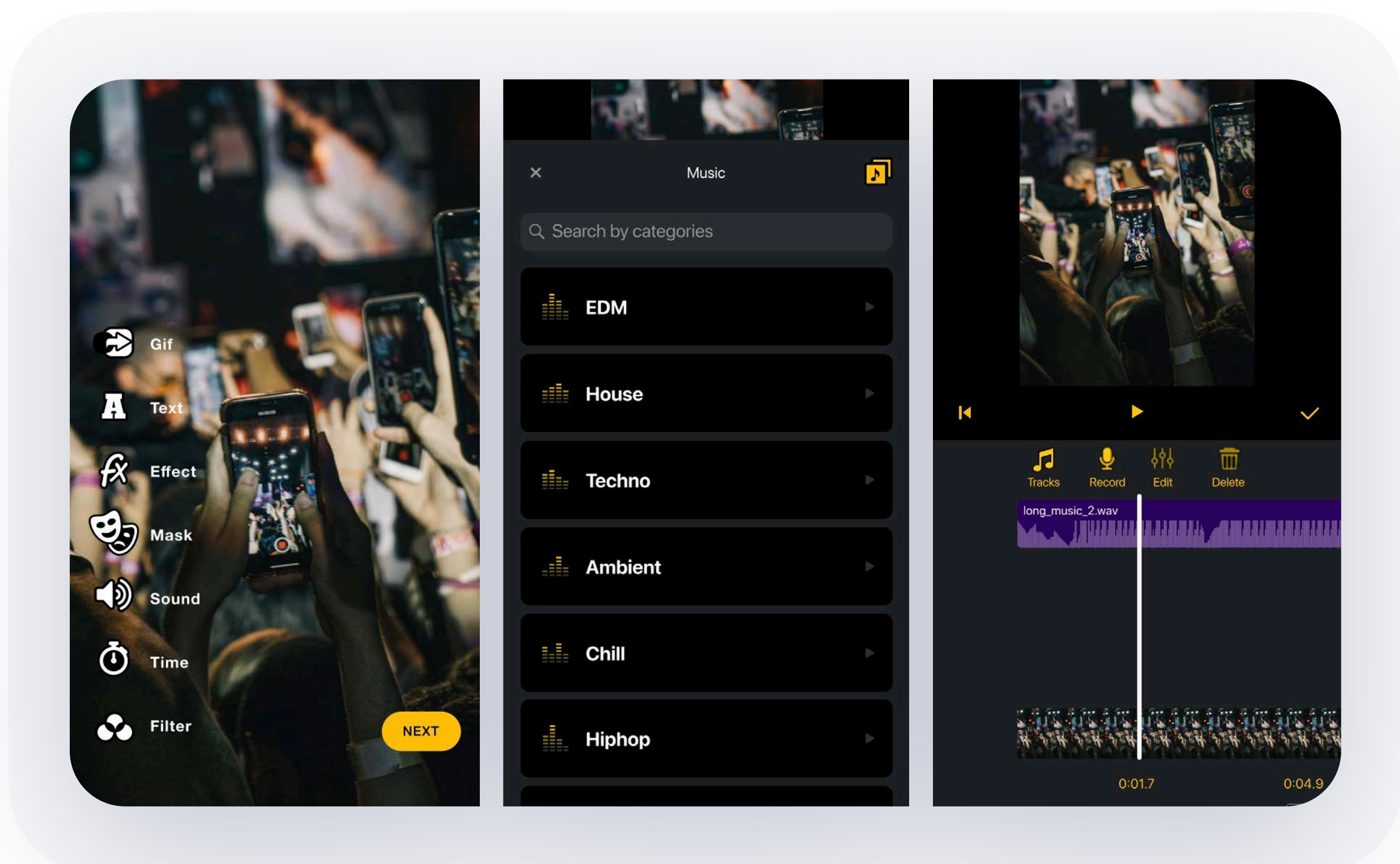
- Color filters for post processing
- Gif and text
- Graphical effects
- Voice effects
- Watermark



Audio

The Audio editor module includes the integration with any audio API per your choice. In our SDK we use **Mubert**, but you can integrate other APIs. Users can overlay music or play it live to record a video.

- Record video with audio
- Add multiple audio tracks
- Mix the video with a music track selected from the list
- Arranges the relative position, beginning of the tracks and effect by dragging them against the thumbnail timeline



04

TECHNICAL CHARACTERISTICS

System Requirements

Our SDK is available for native iOS & Android platforms and compatible with most popular cross-platform frameworks.



Android

Java 1.8+

Kotlin 1.4+

Android Studio 4+

Android 6.0 or higher with Camera 2 API.

OpenGL ES 3.0 (3.1 for Neural networks on GPU)



iOS

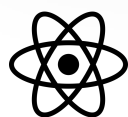
Swift 5+

Xcode 11.4+

iOS 11.0+

OpenGL 3.1

Frameworks



React Native



NativeScript



Flutter

SDK Size

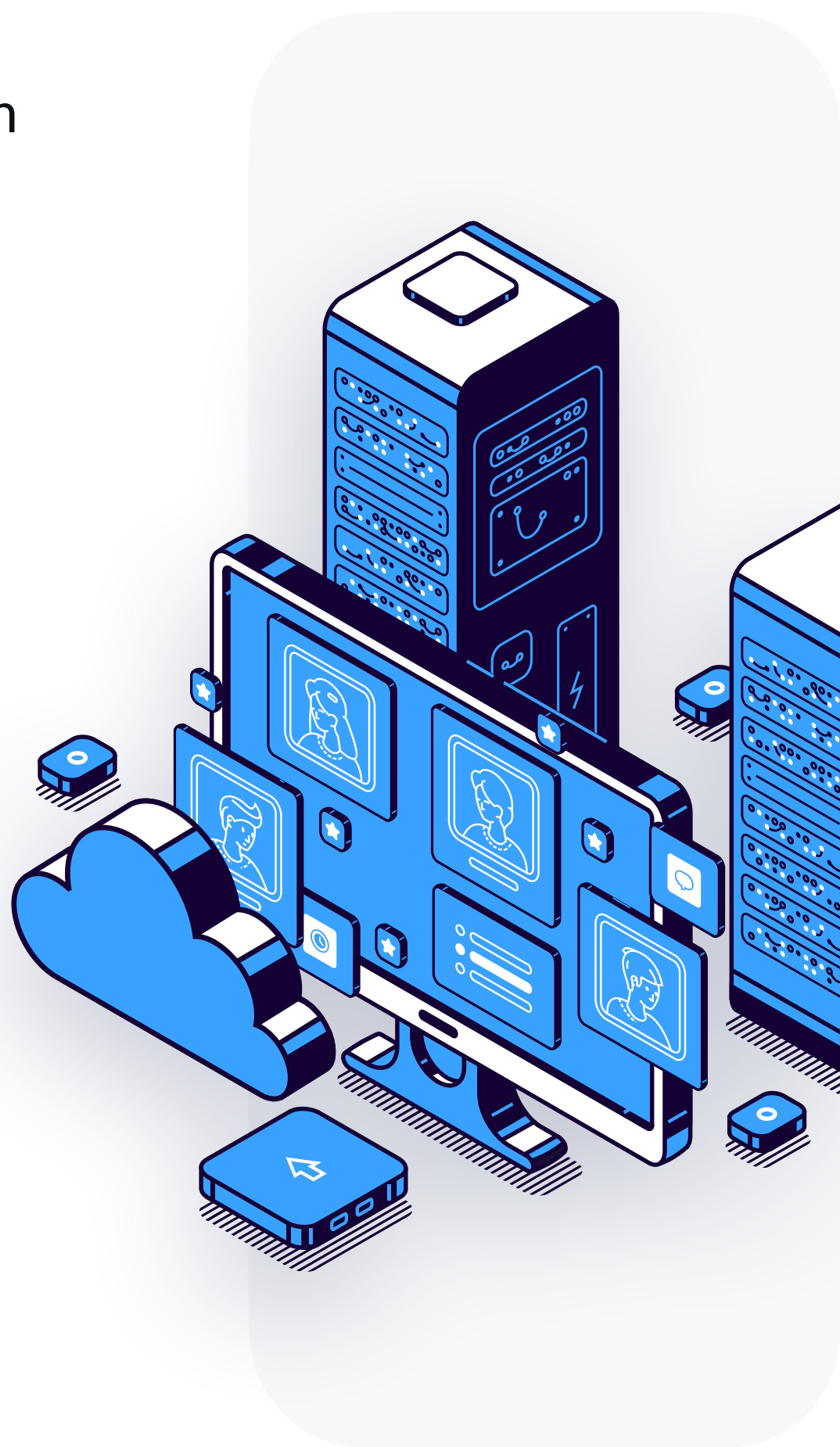
The average SDK size with all features makes

- **50 MB on Android** (without AR masks)
- **80 MB on iOS** (without AR masks)

Types of User Generated Videos

Face AR masks are subject to additional license for Banuba **Face AR SDK**. You can integrate them directly into the app or upload using our AR Cloud.

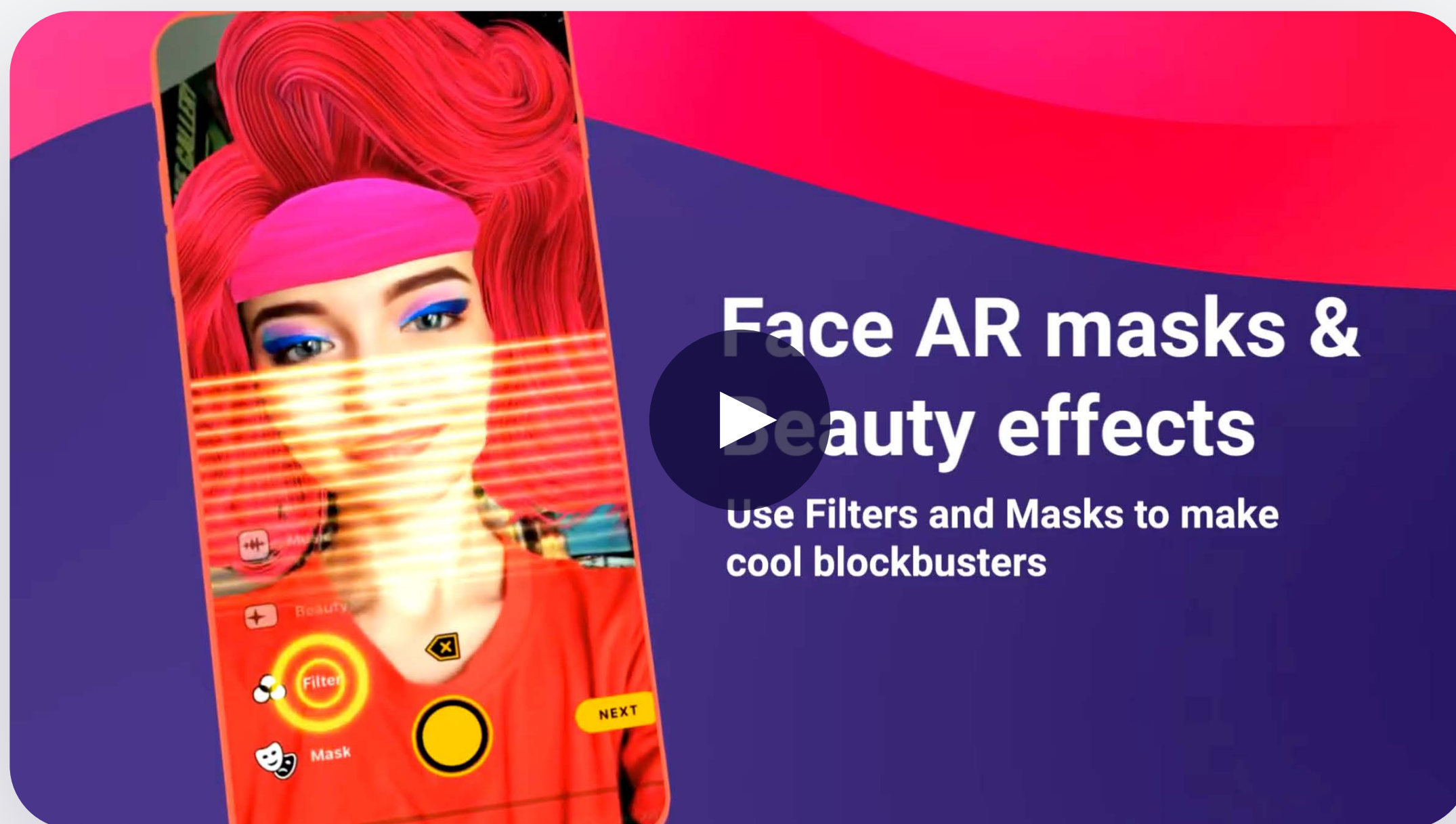
- **In-app masks** are downloaded with your app and can be used without an Internet connection. We provide a basic pack of masks which you can select from our catalog. Each mask adds 2,5 MB average.
- **AR Cloud** keeps all the assets on the backend, so you can add many effects in your app without increasing its size. The masks will load when the user is connected to wi-fi.



05

DEMO & TRIAL

Demo Videos



[AI Video Editor SDK | Banuba](#)



[AI Video Editor SDK | Demo videos](#)



14-Day Trial

To validate our SDK performance and see how you can best apply it into your project, we provide a 14-day trial and assist you with SDK adoption. You can check if all SDK features integrate into your app as well as assess its performance.



Unique 14-day trial token



Documentation & guides



Support & consultancy

Start your free trial by **filling a form** on our website.
Our sales managers will send you the SDK and trial token.

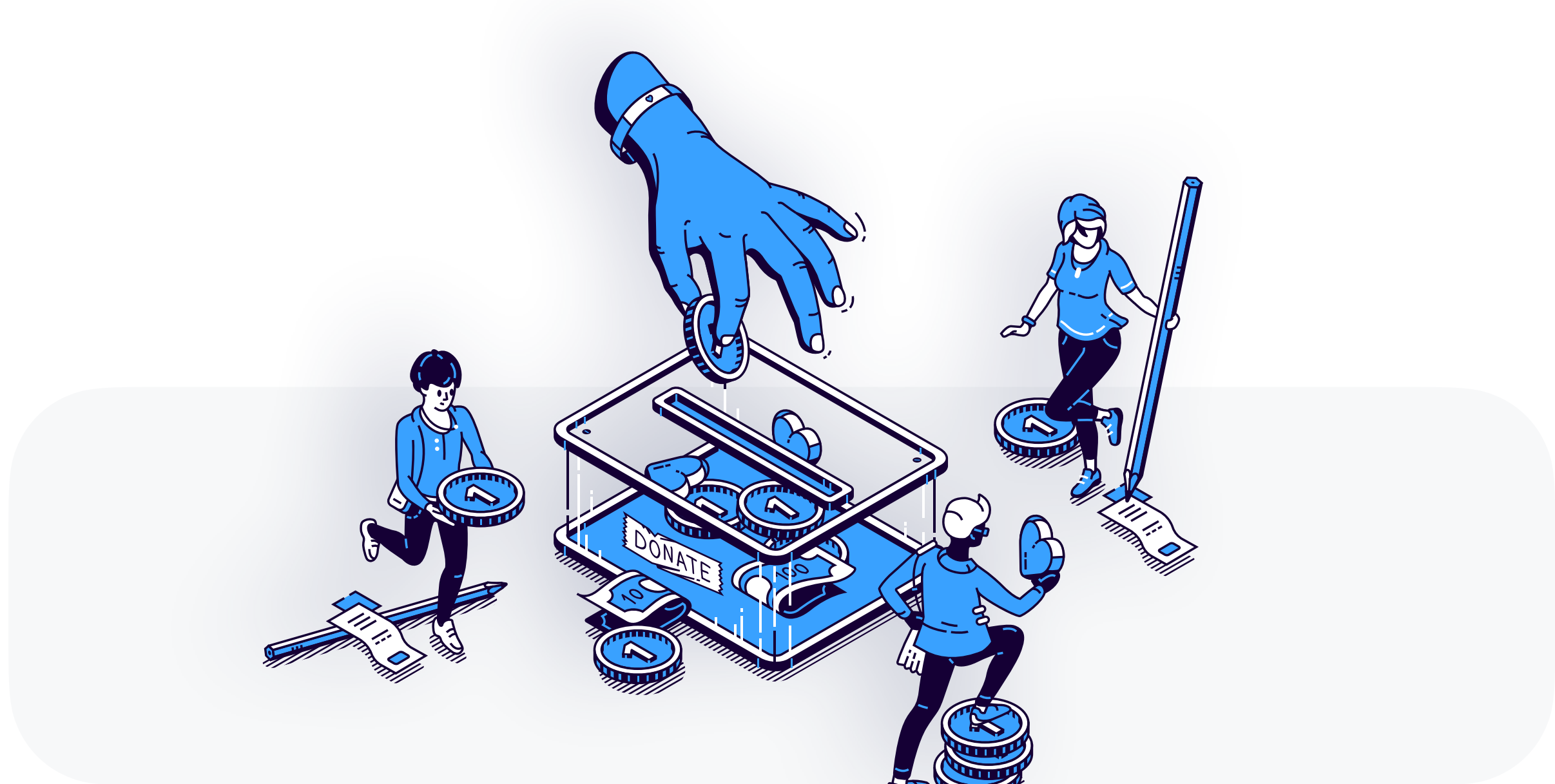
06

INTEGRATION

AI Video Editor SDK is delivered as a set of modules represented as .aar for Android & .framework or .xcframework for iOS. You will receive SDK updates within our releases once per month.

Your Integration

You can integrate our SDK using guides for **iOS** and **Android**. You can explore the main components of SDK and perform an initial evaluation of whether it fits the architecture and technology stack of your app.



Banuba Integration

Our team provides a turnkey SDK integration service seamlessly adding all features to your app. We communicate all the requirements and manage the process from start to finish until your app is live. The professional integration reduces the business risks and speeds up a time to market.

Advantages

- ★ Guaranteed result
- ★ No business risks
- ★ Time and effort save
- ★ Launch within a couple of weeks
- ★ Debugging and bug fixing



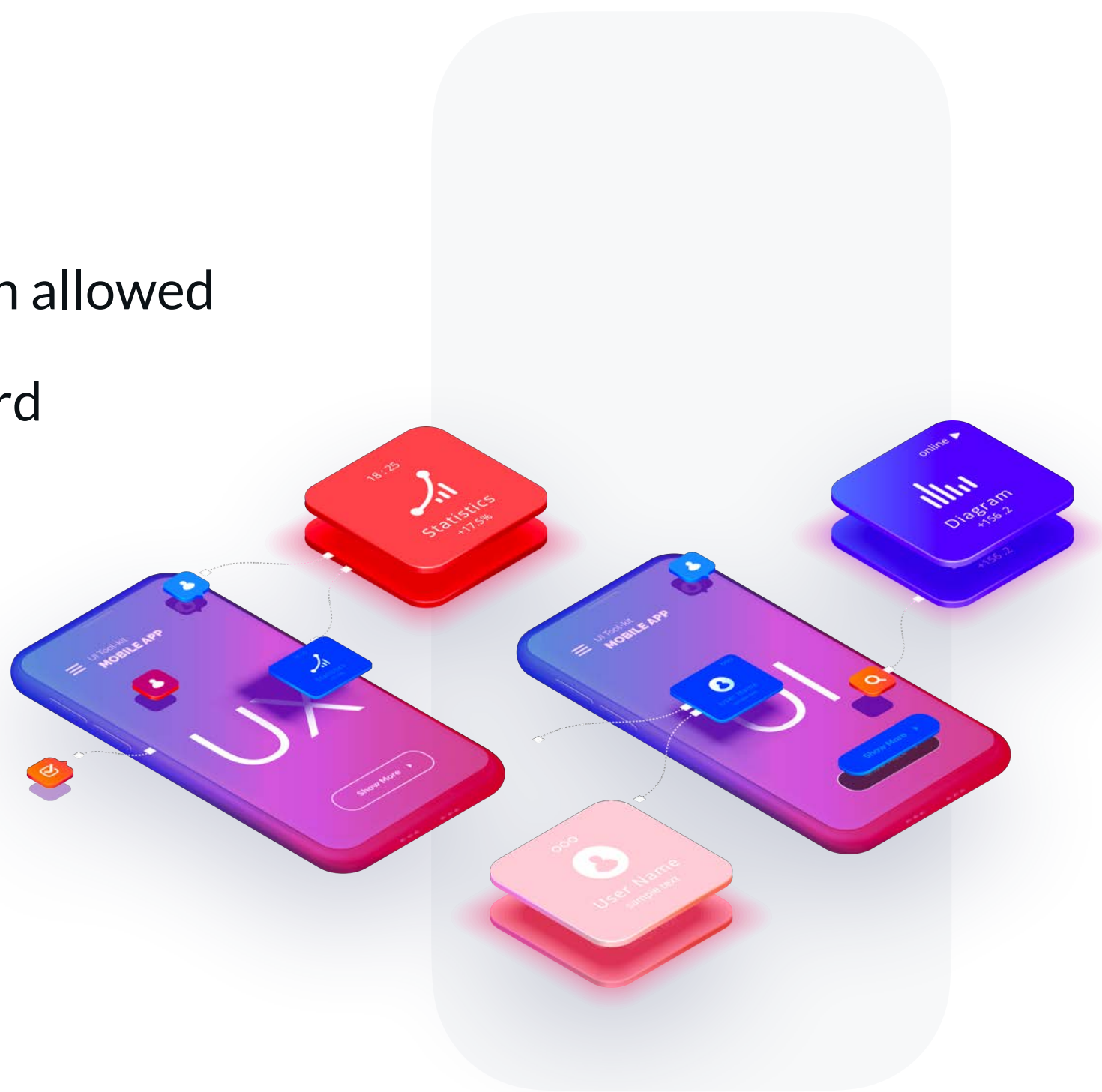
07

CUSTOMIZATION

Level 1. UI

- Icons
- Buttons, color, size
- Min and max video duration allowed
- Short tap \ long tap to record

With Level 1 customization, we can rebrand our video editor UI for your app. The existing UI has been successfully tested in live apps and adheres to user experience best practices.



Level 2. UI + UX

- All UI elements Level 1
- Element positioning
- User flow
- Existing features

With Level 2 customization, we can change the positioning of elements and user flow. Our team can adjust some existing features and its scope to best-fit into your app concept. We can also develop and supply the UI and UX according to your WireFrames.



Level 3. UI + UX + Features

- All UI elements Level 1
- All UX elements Level 2
- Features based on your requirements

With Level 3 customization, we can serve as your dedicated team and develop new features as well as look and feel of your video editor. You can have a wholly unique product, differentiate yourself from the competitors and address your audience demands to the fullest.

Our SDK allows you to customize the video editor UI to have your branded user experience.

08

SUPPORT & ACCOUNTING

Support

We take support as one of the leading indicators helping us to establish smooth cooperation and allowing you, as our client, to make the best of our SDK, ensure its fast adoption.

- ★ **Clear and unified ticket system** accessible to all clients via the web form.
- ★ We manage tickets using Kanban. Our **support pipeline is centralized**, based on CRM and integrated with our documentation and FAQ directories.
- ★ Tickets are split by area and assigned to **the best-fit technical specialist** for a prompt reply.
- ★ **GitHub integration examples** to facilitate SDK feature adoption.

Accounting

Once you become our client, we assign a dedicated accounting manager for you. He or she becomes your advocate within our company and a one-point contact who promotes your interests, assists you with issues and ensures you're making the best use of our SDK.

Account manager:

- **Manages communication** between you, SDK and support teams.
- **Keeps you informed** of new features and enhancements.
- **Ensures timely SDK updates** sending you new version releases.
- **Assists you with urgent issues** if any, pushing your priorities to the other teams.
- **Gather feedback** on what's to improve.
- **Follows your project success** and organizes team's workshops helping you with SDK efficient usage.



09

PRICING

Pricing Policy

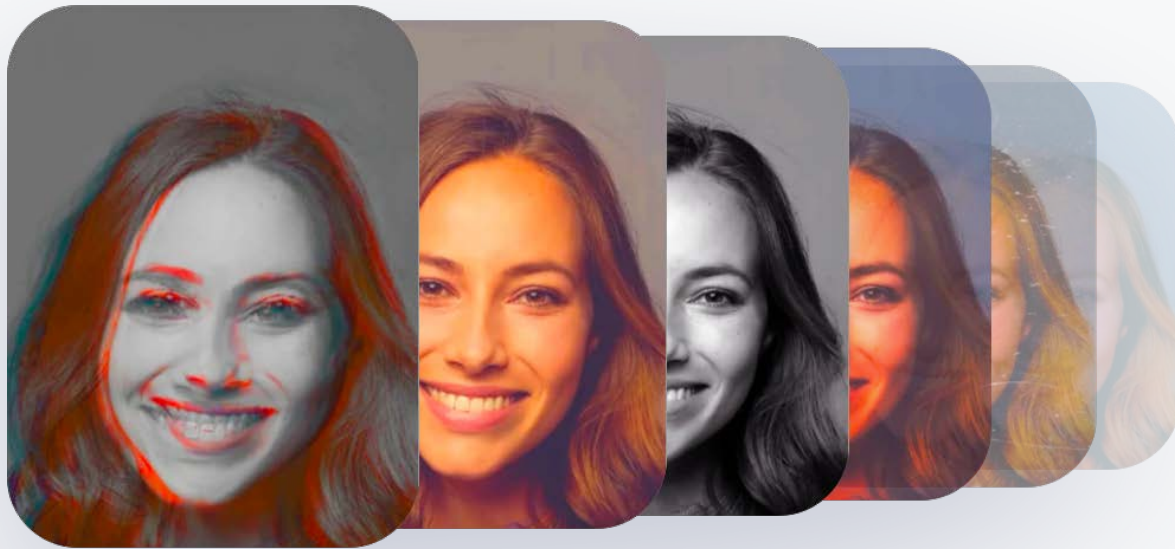
We take support as one of the leading indicators helping us to establish smooth cooperation and allowing you, as our client, to make the best of our SDK, ensure its fast adoption.

- ★ **License-based.** One license unit allows for one app on one platform.
- ★ **Feature-based.** The cost of the license is calculated based on the ordered SDK features and platforms.
- ★ **Flat.** You pay the same amount of money for a particular set of SDK features. It doesn't depend on the number of users. Unlike with MAU-based pricing, you can easily plan your budget and gain profit as your app grows.
- ★ **Named.** The purchased license is associated with a specific app and client and can't be shared with other parties.

Video Editor SDK pricing depends on the number of apps you want to develop, platforms and features. You may also license AR content or order custom services from us on additional payment.

One license unit = 1 app for 1 platform (iOS, Android)

What's Included



**25 post
processing
effects**



**10 AR
masks**



**5/7 email
support**

Custom Services

We provide the following custom services for the added value:



SDK integration

Our developers can customize SDK features for your app or provide professional integration services.



UI customization & development

We can develop UI and UX according to your wireframes.



New features

We can train the neural network for a specific AR/AI/video processing task or develop new features.



AR asset development

Our Art Team can customize or design unique filters per your concept.



Project mentoring

Our Project Leads can help you plan, launch or scale your project to maximize your revenue.

10

WHY AI VIDEO EDITOR SDK

Our SDK opens up a myriad of video editor use cases for mobile. Consider 10 reasons to choose it for your project.



1. **Flat pricing.** You easily project revenue and generate more value as your app grows.
2. **Guaranteed integration.** We make sure the SDK integrates well with your app and matches your expectations.
3. **Made for developers.** You can integrate our SDK into your app by yourselves using our guides with code samples.
4. **Face AR features.** Our video SDK natively extends with the Face AR technology developed in-house by our team, so you have no risks dealing with third-party software.

5. **Live masks and post-processing.** Users can overlay masks and effects not only in real-time when recording a video but upload and post process any video with our Face AR technology.
6. **Audio features.** The SDK supports integration with any audio API per your choice. You can give users full freedom with the music.
7. **25 +10 effects included.** You save efforts and speed up the launch of your app using 25 ready video effects and 10 AR masks from our catalog.
8. **Effect catalog.** You can update masks regularly using our 600+ catalog or art team to develop unique content for you to keep users engaged.
9. **Functional UX.** Our SDK includes the ready UX giving you an intuitive video editor which you can rebrand and fully use in your app to save on the design.
10. **Custom features.** We're always working on new features and can develop functionality per your request. Get in touch and we'll share the roadmap.

11

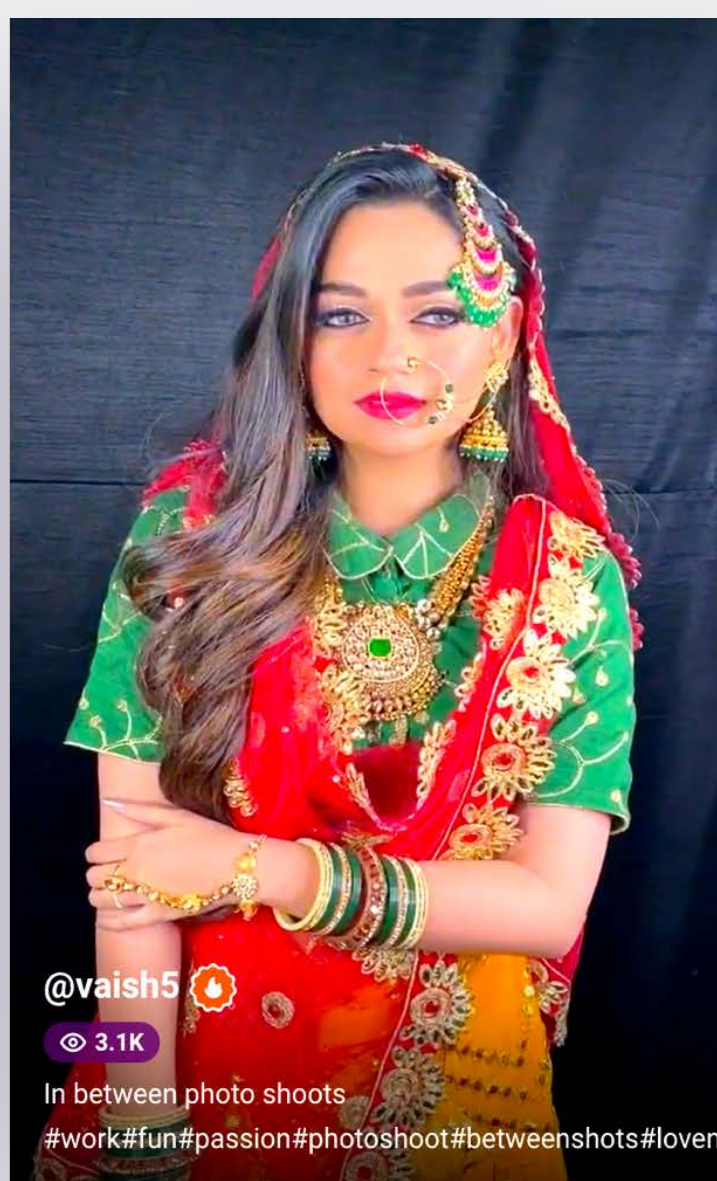
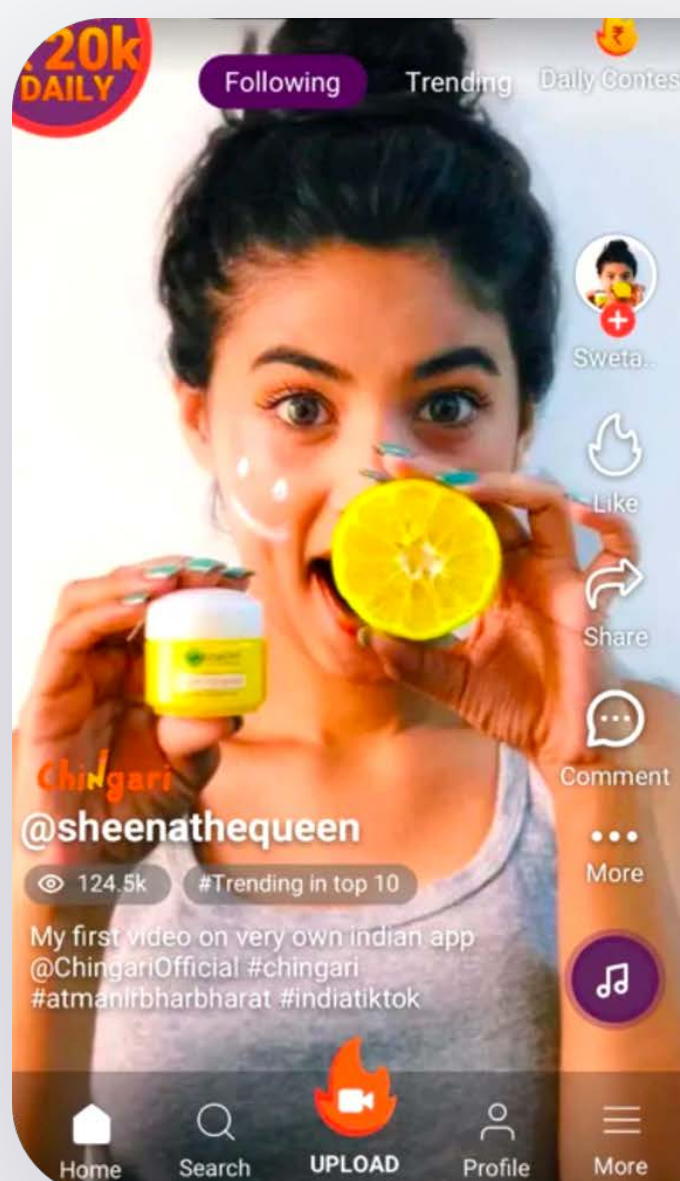
CASE STUDY

Chingari

Indian short-video sharing platform



- Users create and share entertaining content using video editing features and effects.
- Awards based on how viral the video becomes.
- Uniquely Indianised AR filters.
- Video and audio editing tools similar to TikTok.
- 550,000 downloads in just ten days, over 2.5 million downloads total.

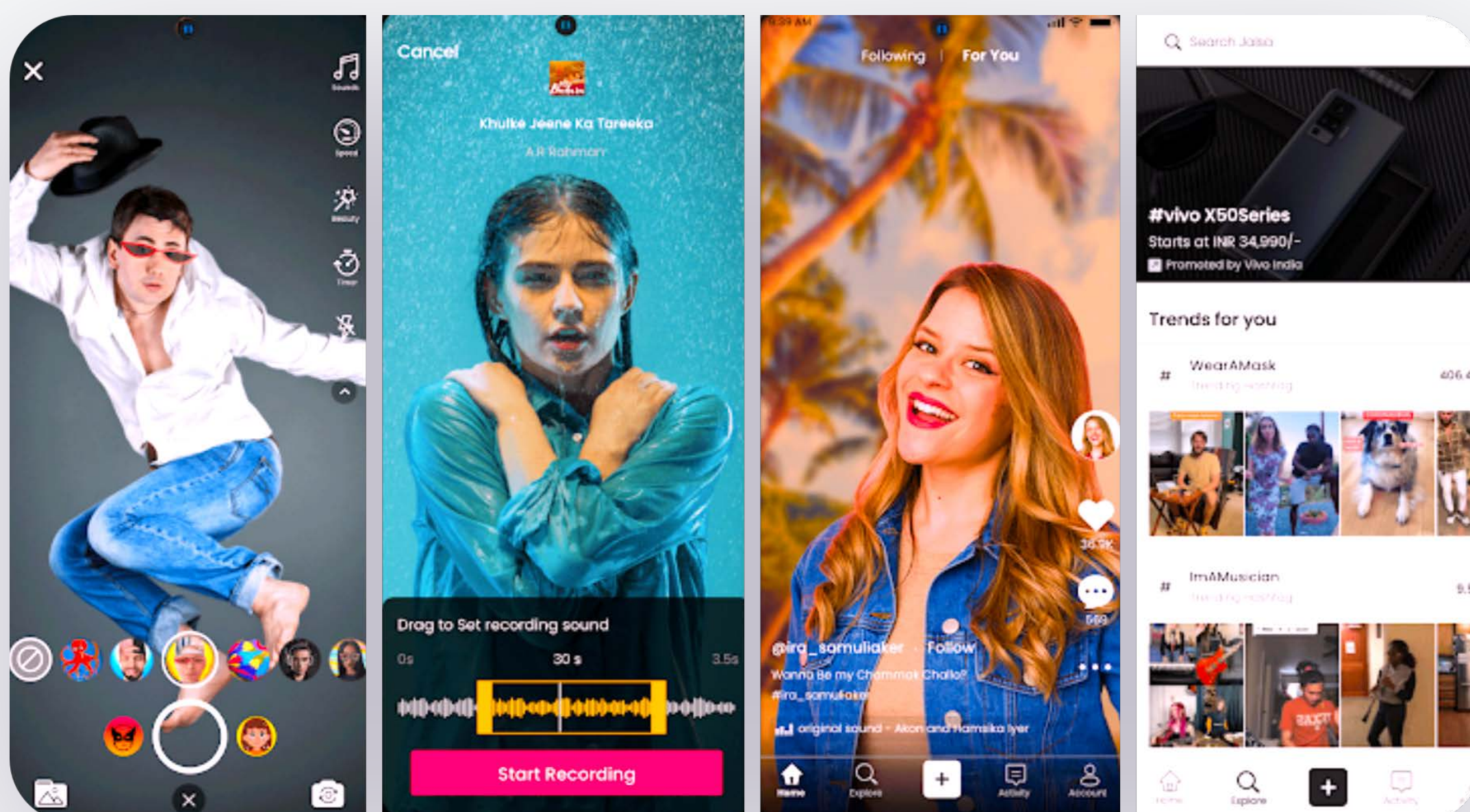


Jalsa

Short Video Social App



- Helping young audiences express their talents with video creation.
- Record 15-second video clips using a built-in mobile video editor.
- Easy and intuitive video editing features.
- Most popular and trendy video processing effects.
- Fun AR filters to apply in live mode or after recording.



Sloy

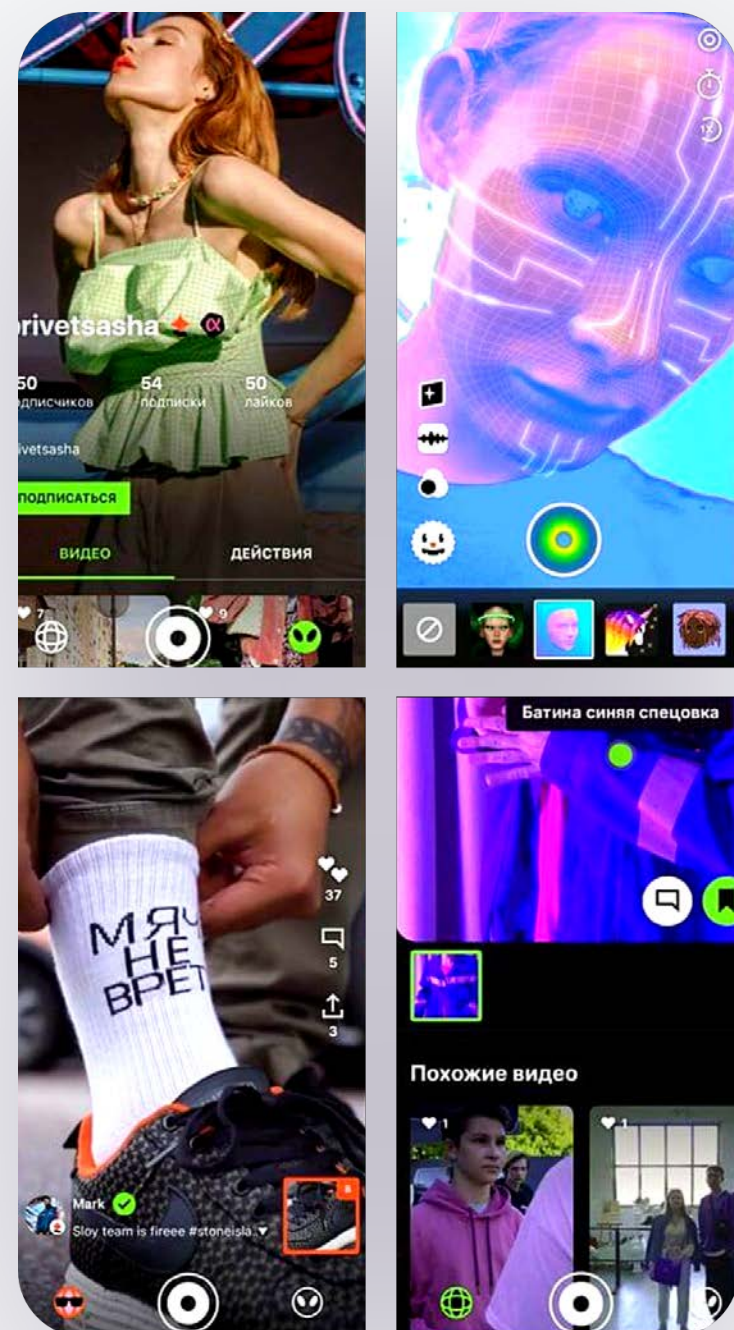
Social Video App about Fashion



"We chose Banuba as they are simply the best in face filters and their Face AR SDK works on a wide range of devices. This is important as it ensures Sloy is accessible to everyone. Besides, they have expertise in AR content creation and helped us to take Sloy from inception to completion in a short space of time."

- said Daniil Trabun, Head of Sloy.

- Users can take 90-second videos about fashion, with automatically recognized tagging for items.
- Intuitive video editing tools available on mobile.
- Unique AR masks designed by our team specifically for the young audience.
- A collection of video effects to enhance colors and style.
- Face beautification option to auto-enhance user appearance.



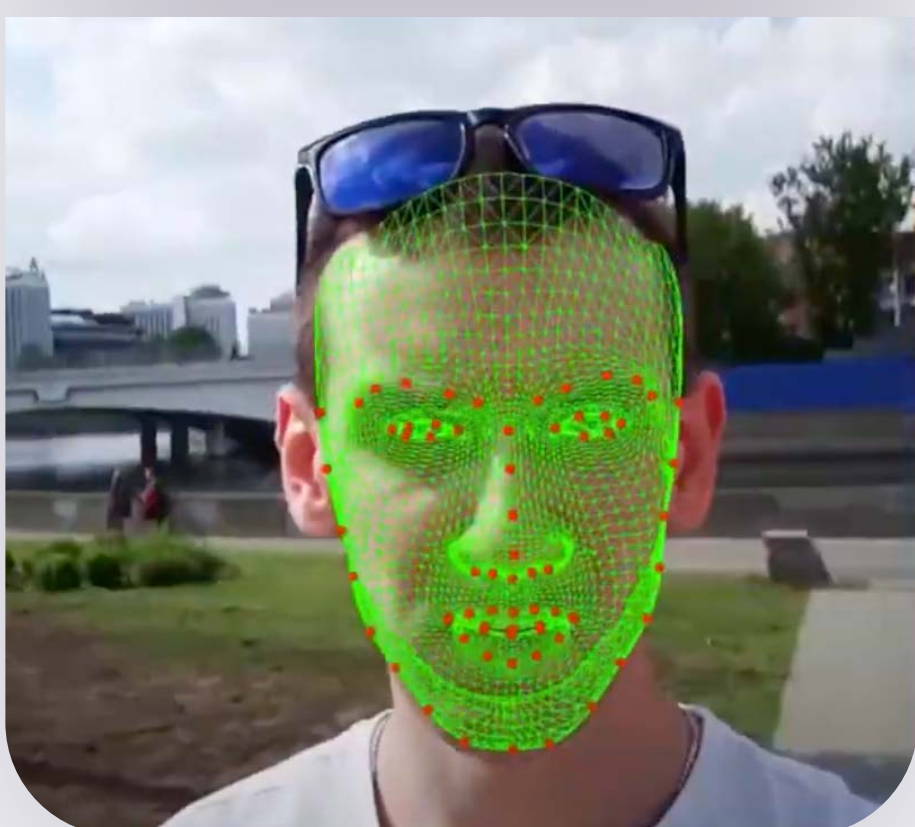
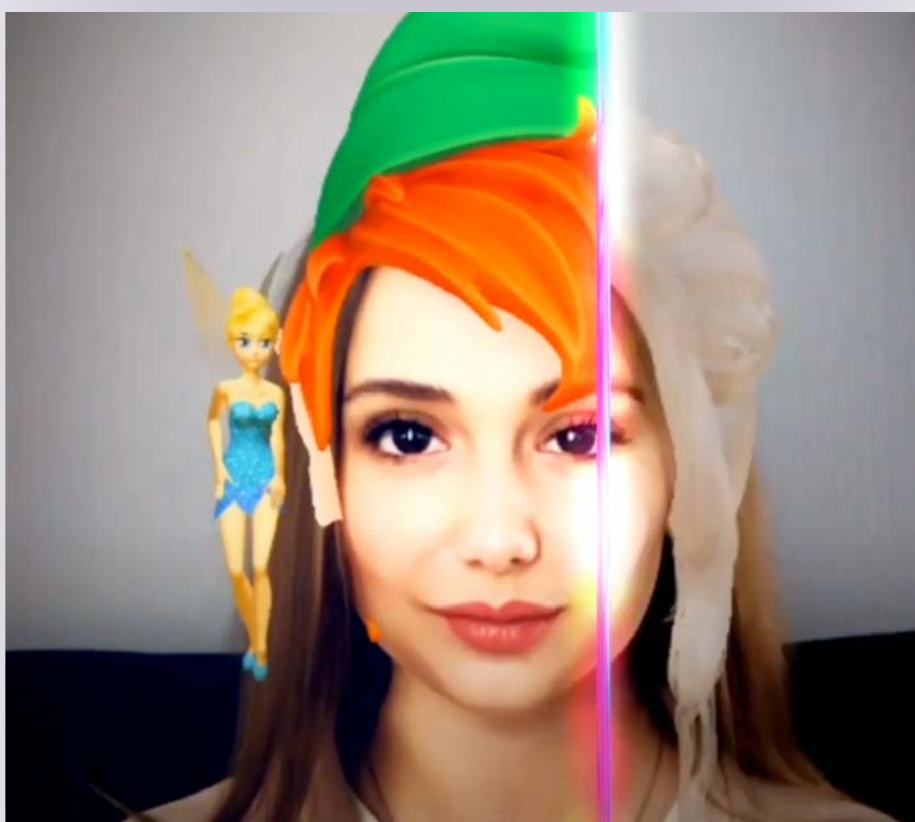
Read **Full Case Study**



banuba

12

ABOUT BANUBA



Banuba is an artificial intelligence lab specializing in augmented reality SDK development. Our technology enables companies to integrate the most immersive AR features into any app or website.

Technology domains:

- Face detection and tracking
- 3D animation & graphic design
- AI for image & video processing
- Face segmentation: hair, lips, eyes & skin
- Portrait & full body segmentation

From the dataset collection to its active training and optimization within our infrastructure and connecting it with the graphic design, we fully control the process of new technology implementation. And we have the capabilities to optimize our technology for almost any custom software and hardware.

Why Us



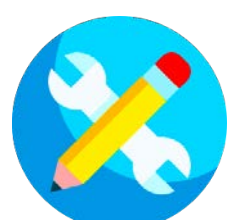
100% proprietary and patented technologies



High-quality AR content



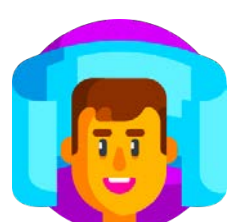
New technology creation



Technology development and optimization for client's hardware



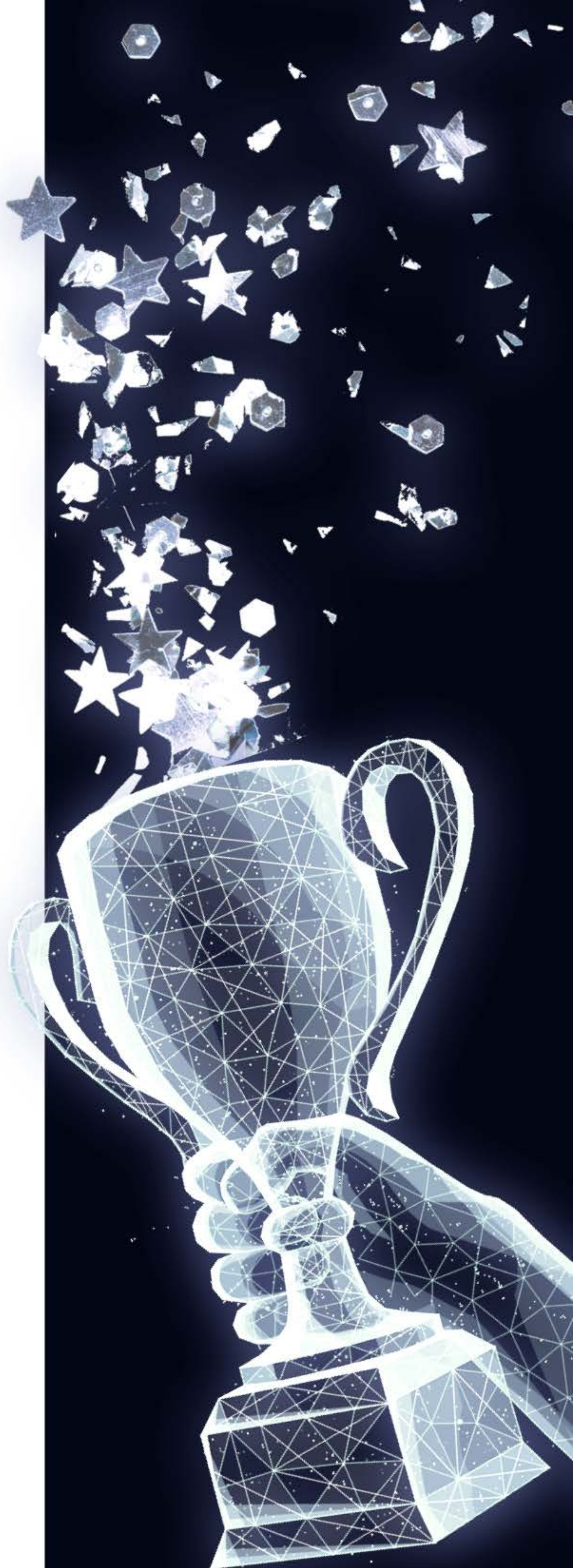
Deep technical support and consultancy



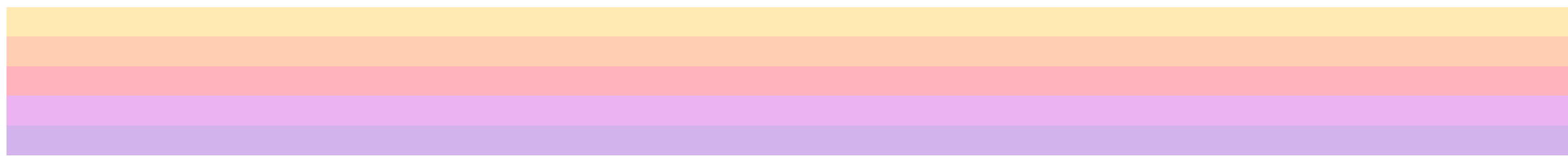
Expert in image segmentation and face tracking technologies



SDKs built by developers for developers



13



Contact Us

We are always looking for new challenges, points of view and people to collaborate with. If you're a brand, developer or think you'd be a right fit for our team then do not hesitate to contact us on the following channels:

Email

info@banuba.com

LinkedIn

<https://www.linkedin.com/company/banuba-development/>

Facebook

<https://www.facebook.com/BanubaFaceAR/>

Twitter

<https://twitter.com/BanubaFaceAR>

Instagram

https://www.instagram.com/banuba_team/

YouTube

<https://www.youtube.com/channel/UCI6SgG453jxEjKxFXGmB4Lg>

