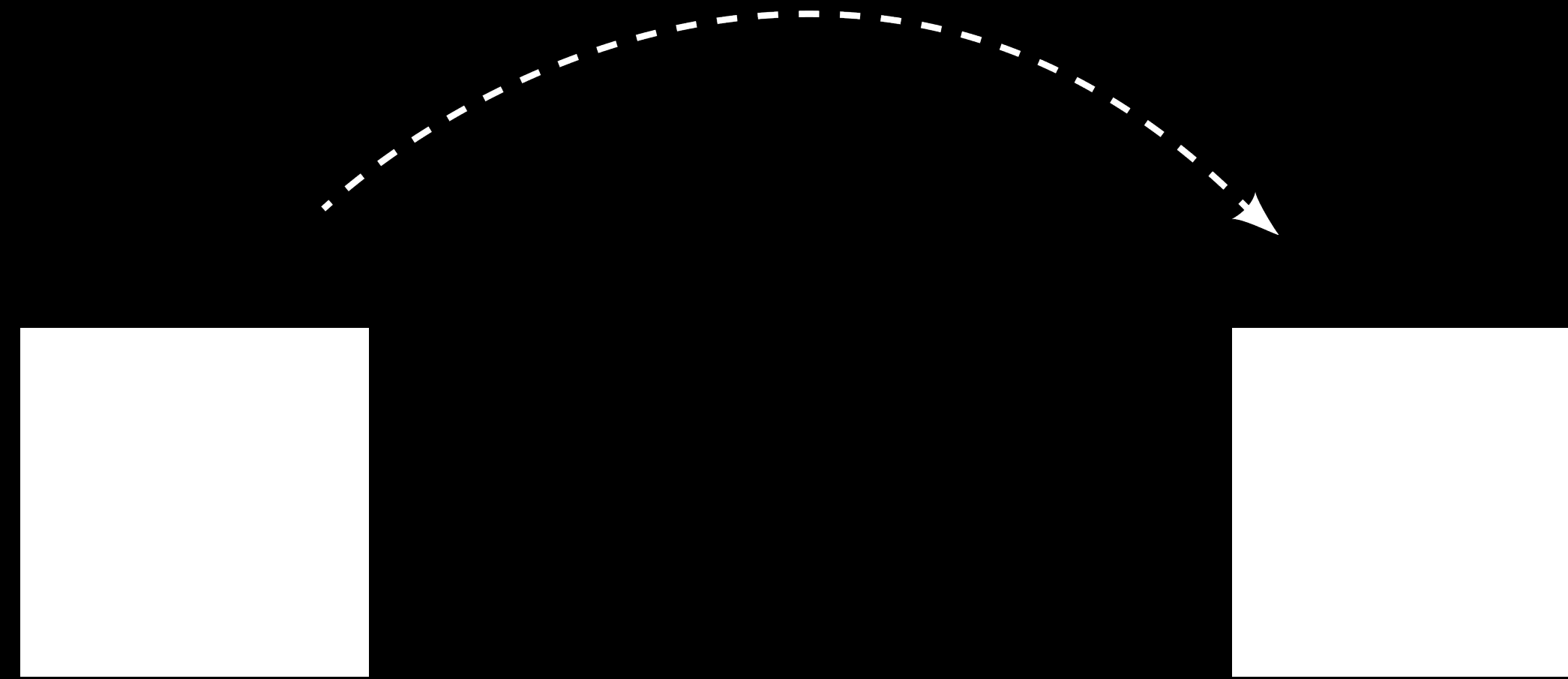Give your content character with AI video

Hour One

On a mission ☺ to replace cameras with code for the next era of video production

A.
The Market

B.
Product Offering

C.
Case studies

Hour One

In **5 years**, **90%** of content will be AI- generated

Hour One

Text-to-text

Text-to-image

Text-to-video

Text-to-virtual human

New virtual identities

Virtual humans based on real people; programmed to deliver content just from text; enables uncapped video generation.

Hour One

Let us introduce ourselves

A snapshot of the 100+ virtual humans live on our platform

A revolution in video creation

From:

Months' long production

Prohibitively expensive

Finite

Cannot be fixed without reshoots

Manual video editing & post-production

To:

Minutes or days

90% more cost-effective

Infinitely scalable

Continuous video editing - "living" video

Automated video templates

Hour
One

Generate professional-quality videos for:

Training

Train and up-skill your employees with presenter-led video.
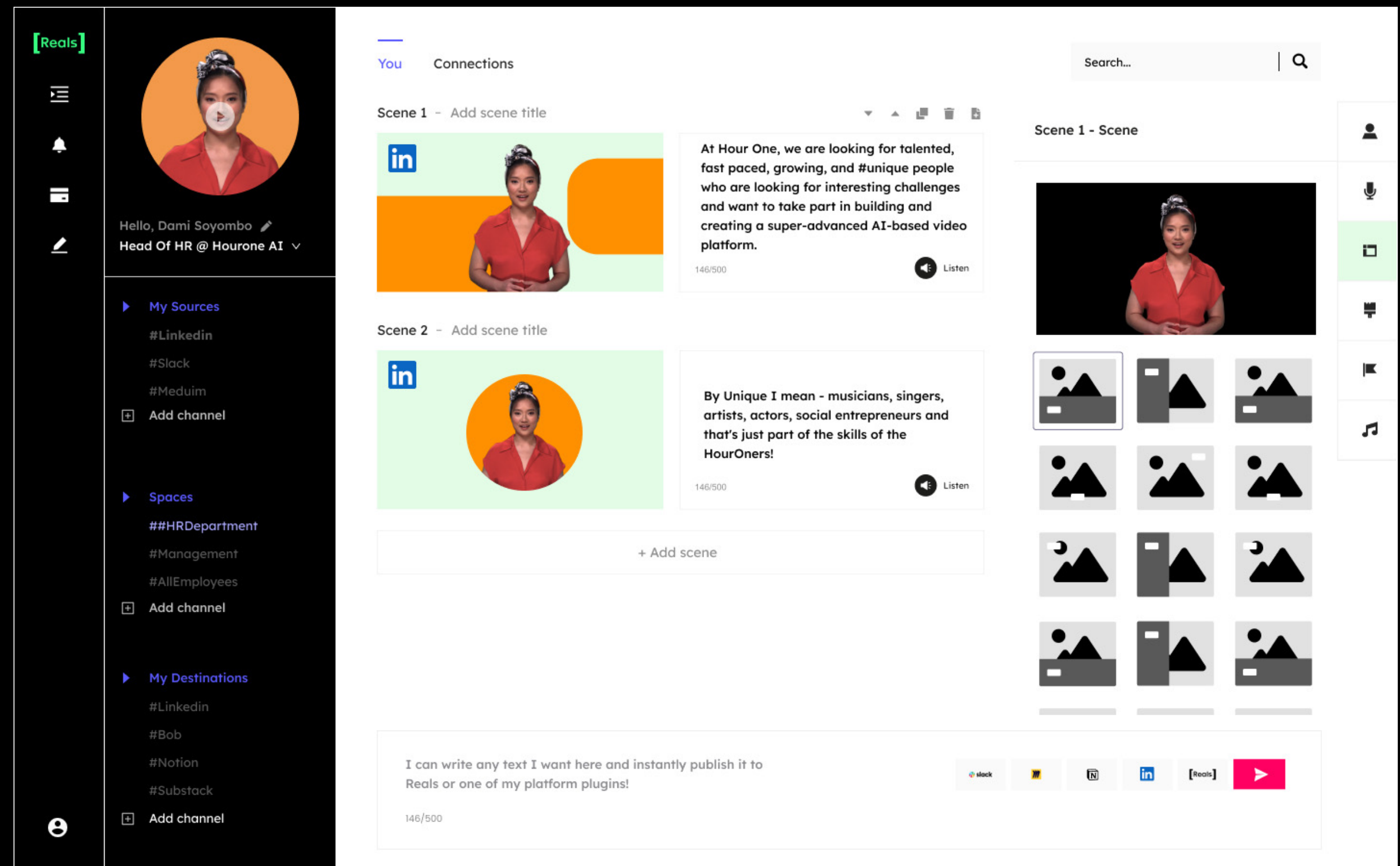
Product tutorials

Educate and inform with easy to digest explainer videos.

E-learning

Transform text into instructor-led video.

News

Transform text and data-driven news into video broadcast

Hour One

Communicate [] more effectively

Transform complex written content

Instantly transform your text into presenter-led video

Humanlike expression

Give your content lifelike expressiveness, with virtual characters based on real people

Professional standard

Generate professional-standard videos with fully automated video templates

Speedy production

Reduce production time from weeks to minutes

Reduce cost

Reduce cost to a fraction of traditional production and eliminate complexity
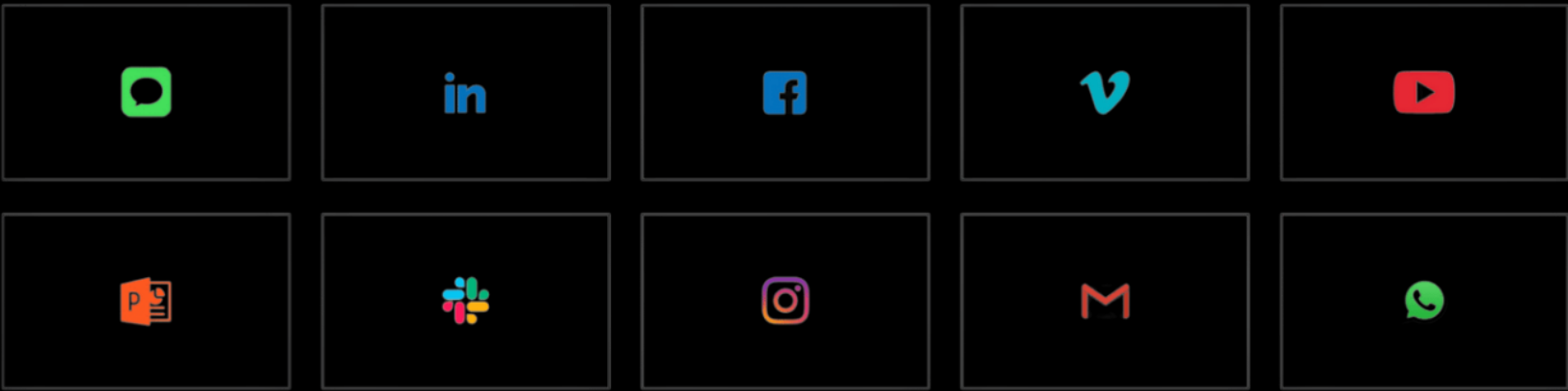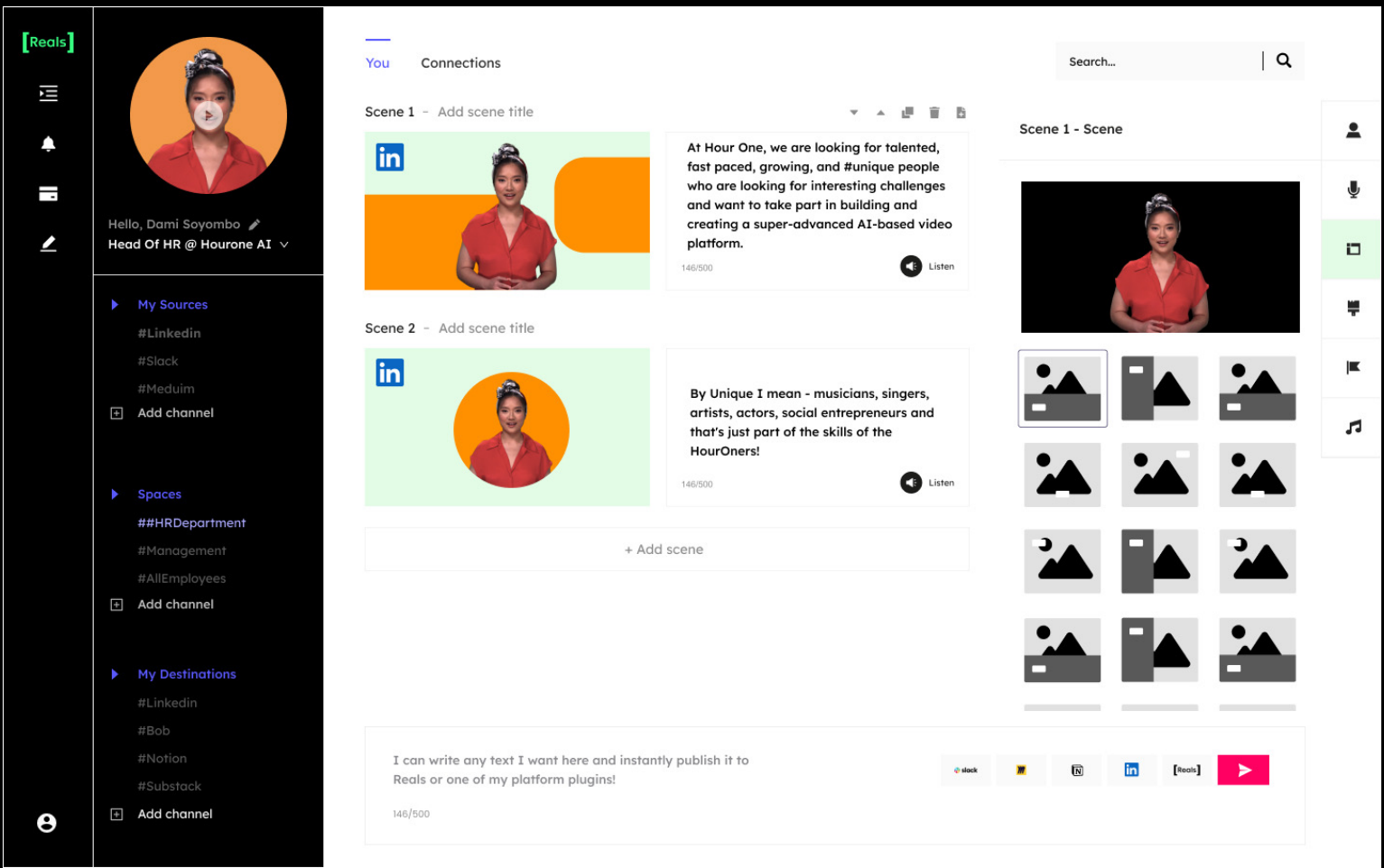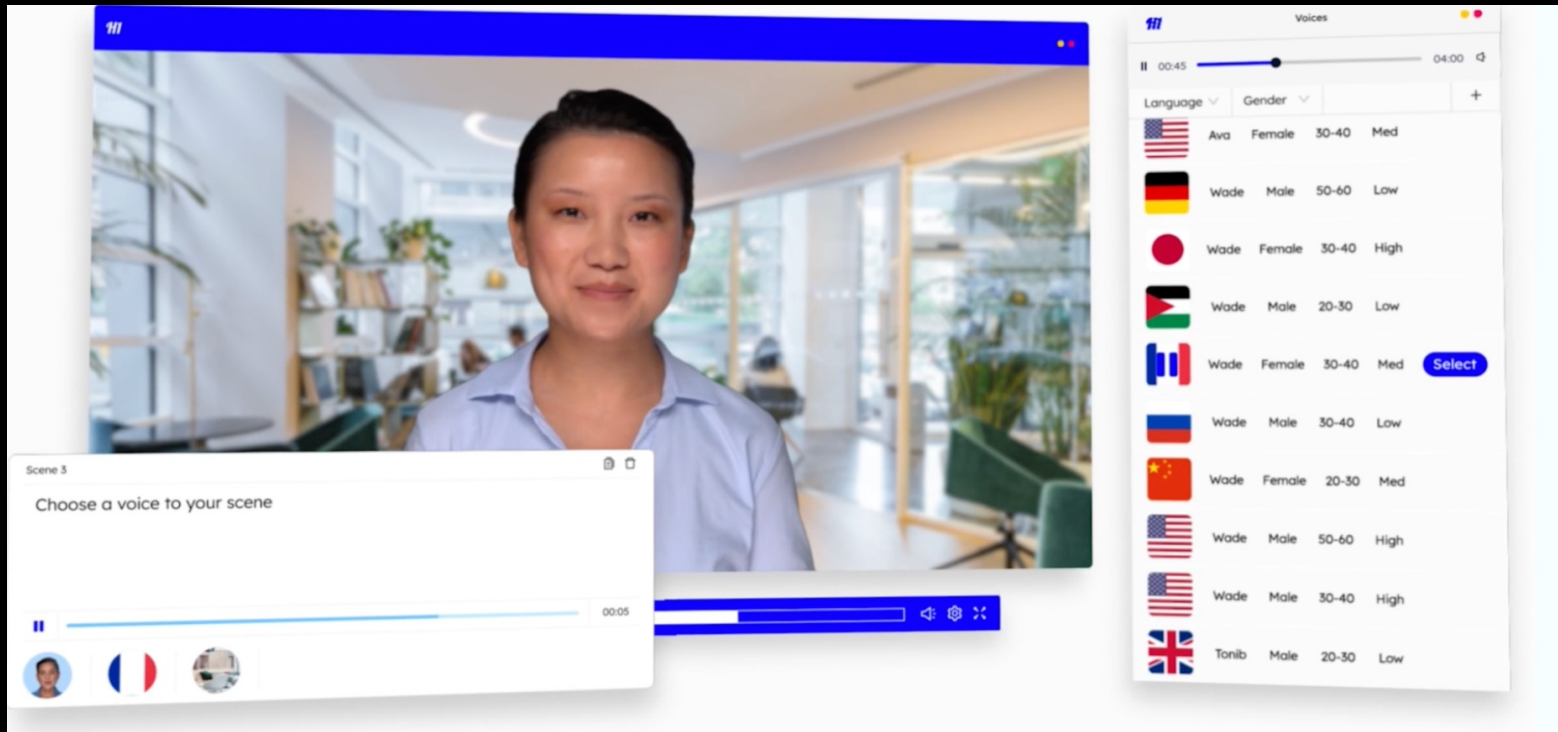
Personalize at scale

Localize your videos with native fluency in any language

Hour One

Generate & distribute, automatically

1. Select virtual human, language, voice, select from 2D and 3D templates

2. Input your text or generate a script with ChatGPT-powered Script Wizard

3. Download or embed, and distribute anywhere

Trusted by great brands

Berlitz

Berlitz®

"Berlitz has built our methodology and brand on delivering the best outcomes for students serious about fluency, which requires a very human centric experience. Our digital experiences had to replicate the classroom experience. Doing that successfully means Berlitz can extend our reach into new markets, and be more accessible to students, removing barriers of location and affordability." Curt Uehlein, CEO, Berlitz

→ **Who**

150 year-old Berlitz has long been established as the world's premier provider of language training and cross-cultural services.

→ **Solution**

Created 8x virtual human Berlitz instructors. Converted text to instructor-led video, using Hour One's AI-driven process, achieving rapid scale while preserving the human instructor experience.

→ **Challenge**

Berlitz needed to digitize their instructor-led methodology, but their method of filming their instructors using traditional video production proved time and cost prohibitive, especially at high volumes.

→ **Results**

More than 20,000 videos produced to-date in 4 languages. 1 full year of internal staffing time saved.

Hour One

ran.de

INDUSTRY: Sports | News | Entertainment |

ran

"Media and news companies have a huge demand for premium video. Hour One's AI technology has helped ProSieben`s sports channel ran, to deliver a new premium Sports News product, at incredible speed and scale." Malte Krotki [Director Business Development, NetPoint Media]

→ **Who**

Ran, one of Germany's oldest sports broadcasters, owned by ProSieben, Germany's second largest media network.

→ **Challenge**

Provide timely and engaging video coverage of Bundesliga and World Cup, including match recaps and profiles on players at scale, rapidly and at scale.

→ **Solution**

Since 2021, ran has leveraged Hour One's technology to deliver premium sports news, automatically, via a virtual news anchor.
As of 2022, ran has employed Hour One's exclusive 3D templates to create a next-level news experience – all generated from code – no human anchor, camera, crew or news studio required.

→ **Results**

90% savings on traditional news production, and 10x faster. A novel sports newsroom product, creating fresh premium video inventory for advertising sales.

Hour One

DeFiance Media

INDUSTRY: E-learning | News | Training |

"With Hour One's AI avatar technology, we're able to generate premium video from text, automatically and affordably, allowing us to keep pace with our audiences need for rapid reporting." — Marc Scarpa, Founder & CEO

→ **Who**

DeFiance Media is the first digital video-first network, providing 24-hour broadcast coverage of decentralized culture, finance, and tech.

→ **Challenge**

DeFiance needed a newscaster to deliver daily news, every day of the week - an impossible undertaking when using real human talent, from a resource, timing and cost perspective.

→ **Solution**

Hour One cast a virtual news anchor to deliver a news story every day of the week, all year round. Simply by entering text into Hour One's Reals platform, videos are generated in minutes and ready to deploy across DeFiance's TV and video network.

→ **Results**

Hour One cast a virtual news anchor to deliver a news story every day of the week, all year round. Simply by entering text into Hour One's Reals platform, videos are generated in minutes and ready to deploy across DeFiance's TV and video network.

Thank you

Hour One