

## Retresco Supports Text-to-Video Pioneer simpleshow with its Technology Expertise in Feature Development: New 'motion' Release with Context-Sensitive Animations

**Berlin, 5 April 2023** – The leading AI-based content automation provider [Retresco](#) and the pioneer for digital products and services around explainer videos [simpleshow](#) have teamed up for the development of the newly available simpleshow 'motion' feature. With this development, dynamic animations are now automatically added to simpleshow videos using powerful AI. The explainer video platform's smart technology provides context-sensitive animations in the latest feature release.

simpleshow is known for the simple creation of explainer videos with highly-automated text-to-video technology. The 'motion' feature developed in collaboration with Retresco takes this technology to the next level, enabling users to create more dynamic and engaging videos with just the click of a button. As part of the feature development, Retresco provided its long-standing expertise in the areas of generative AI and natural language processing, and advised simpleshow.

**Karsten Boehrs, CEO of simpleshow**, explains: "This is an exciting time. The ability for our users to add motion themselves in the simpleshow video maker platform is really incredible. For years this kind of animation was only done by professionals behind the scenes. Now, advancing technology has given everyone the ability to create more dynamic videos and we are so excited to see the impact this will have for both our users and their audiences."

**Johannes Sommer, CEO of Retresco**, adds: "The 'motion' feature in simpleshow, with its context-sensitive identification of meaningful animations, is a shining example of how AI-based technologies can add tremendous customer value. By empowering users to create dynamic and engaging explainer videos with just one click, the way people communicate complex ideas is taken to the next level."

### 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 in more than 20 languages within just a few clicks. 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. <https://simpleshow.com>

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### **About Retresco**

Retresco enables companies to automatically generate high-quality copy based on data. As a pioneer in AI-based language technologies, the Berlin-based tech company has been developing cross-sector solutions for creating efficient, future-proof business processes since 2008.

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