

## Videos

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User experience:

As a user I like to consume information via a video or see some attractive animation on the website.

Editor experience:

As an online editor I would like to provide visual attractiveness by offering a video or animation in the context of content.

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There are 2 different use cases to insert a video:

1. Placing a video in the content to provide information in a visual way.
2. Placing a mood video in the introduction of a content page to increase visual attractiveness.

Let's have a deeper look into the different use cases and how to maintain the videos:

### 1. Placing a video in the content to provide information in a visual way.

Videos that are supporting content like explaining a technology, showing an interview or how to handle a product can be placed directly in the content with the C10\_TextMedia module. Within this module the editor can choose the placement of the video: fullsize or half size, next to the content.

Such kind of Videos are generally **embedded from a Video streaming platform**:

either from Wistia or Youtube (if the OpCo as a Youtube Channel).  
In the Mainland China the streaming platform Tencent is used.

Within the module you just insert the video ID that is provided by the streaming platform.

Example:

<http://heraeus.wistia.com/medias/is2hfbb76z>

Then a play button is automatically placed on the preview image of the video. If the user clicks on it, the video will be shown in full screen mode.

## Example 1: Youtube video, half size

### Amorphous metals used for musical instruments

Musical instruments achieve a new level of sound quality with amorphous metals. Thanks to their low damping capacity, they can transmit vibrations with virtually no loss. This means that every note can sound with exceptional clarity and precision. The minimal damping of the vibrations allows the sounds to develop freely and unrestrained, resulting in increased resonance and a lively sound.



Experience the rich tones of our 3D-printed guitar bridge crafted from amorphous metal, effortlessly blending cutting-edge technology with exceptional sound quality.

## Example 2: Wistia video, full size

Heraeus Electronics

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how, and full on-site support from an experienced innovation partner. By using the latest equipment, Heraeus Electronics is able to assemble prototypes and test modules according to latest standards or customer requirements.

A Wistia video player showing a factory setting. The video features several green plastic containers filled with a white, viscous substance, likely a prototype or test module. The video player includes a green play button in the center, a progress bar at the bottom, and a timestamp of 2:34. The video is titled 'Heraeus Electronics' and is hosted by the Technology and Application Center Singapore.

Technology and Application Center Singapore

## How to upload a Video in a streaming platform?

- For Wistia please contact the website key user from your business.
- For Youtube please contact the website key user from your business or Mrs. Isabell Daube from Corporate Communication team.
- For Tencent please contact Mr. Alan Le Kang from Corporate Communications China team.

## 2. Placing a mude video in the introduction of a content page to increase visual attractiveness.

Within the introduction of a page (C35\_Intro) you might also like to insert a video. For that use case we just foresee mood videos, without audio and without real content. It is more about visual attractiveness and some kind of animation to get the users attention.

These kinds of videos are uploaded to the magnolia CMS itself in **mp4 format**.

The video is automatically played with the page load and is playing in a loop. So, no videos controls are available for the user.

Example mp4 mood video/animation:

