Rapt Media Interactive Video: The "Download"

EASY TO USE • SAFE AND SECURE • QUICK TO IMPLEMENT

FEATURE	WHAT THIS MEANS FOR YOU
Easy-to-use drag-and-drop editor	• Our intuitive platform makes it easy for your creatives to build and manage a project, iterating when needed without your continuous tech and dev support.
Flash-free HTML5 embeddable video player	• Our video player is based on video.js and is embeddable in any page using an iFrame. • A Rapt Media video is as easy and hands-off as hosting on YouTube or Vimeo.
JavaScript API	• Our player embed has a powerful and flexible JavaScript API, so you can put something cool and custom on your site without any risk, creating a truly unique Web experience. • Control HTML elements on your page with event data pushed from our player.
Transcoding	• Video is automatically transcoded from virtually any format to all needed formats. • Video is playable in all modern browsers, as well as **Android and iOS** devices.
Hosting and Scalability	• We use scalable, best-in-class cloud hosting for our app and assets **(S3, Cloudfront, Heroku)**. • Content is mirrored to **Cloudfront's** edge locations across the globe, resulting in quick response times everywhere. • We also support integration with **Brightcove** as an alternative CDN for video assets.
Mobile Delivery	• The Rapt Media player automatically serves the correct version and codec for any and all browsers and devices.

Implementations and Integrations	• With Rapt Media's JavaScript API, the platform can easily communicate with:
	    • Marketing Automation Systems **(Eloqua, Marketo, Hubspot)**
	    • Analytics platforms **(Google Analytics, Omniture, CoreMetrics)**
	    • Learning Management Systems.
	• Implementation can happen in 2 minutes.

Customization	• Easily design and apply your own custom buttons or player with custom CSS integration.
Support	• If your team needs guidance or custom development using our editor or software toolkit, our U.S.-based, professional-grade project management and client services teams are available to help with creative, technical, and product implementation, as well as debugging and troubleshooting.

Want to see how a Rapt Media interactive video works behind the scenes?

Download our code package to try it out yourself.