

Cliquand PRO | Showreels©

An online portal service to showcase showreels

A showreel hosting portal



Every company, every freelancer working in film or video has a showreel. But actually watching a number of reels, sharing them with a group or getting the diverse video formats to work can be challenging. And to top it all, actually finding a certain showreel – on maze-like homepages where usability is buried beneath creativity – can be daunting.

[Cliquand PRO | Showreels](#) was invented to streamline this process. A simple interface wipes away all obstacles and focuses on the reels. A number of filter functions enables the user to browse videos by company, name, country and style, while more diffuse tools allow yet unknown creatives and hidden talent to be discovered by the user.

Reel handling

Behind the publicly accessible showreel browser, Cliquand uses an equally simple backend that enables users to upload and manage their showreels.

The most interesting feature of Cliquand's system is the concept of the "virtual showreel". A showreel does not need to be a readily edited montage in the form of a single video file. In fact it is possible to upload single video elements into the account and compile reels by online drag-and-drop functionality, based on your demands.

That way, it is possible to update an older showreel in seconds, or rearrange another reel to match the exact needs or requests of a customer. Compiling mood reels, video sketches or business sector specific reels – with Cliquand PRO | Showreels it is a breeze.

Key Benefits:

- No need to ever again ship DVDs or hardcopies on tape, no lost mail
- Multi-format capable, online 24/7, efficient and simple filters
- Cost-effective administration and management of your showreels, simple linking and sharing

Credits and getting in contact

Clipland is online since 1998 and is home to one of the largest independent (short form) film databases online, with over 35,000 textual entries. This rich data basis enables us, to link-up most showreels automatically with the context of their producers, the people on and off screen, all without much effort.

Each showreel on Clipland PRO carries key credits and has a contact box. Furthermore, names get hyperlinked and will guide a user to complete filmographies and crew lists from Clipland's database. Presenting showreels alongside with in-depth textual information about their producers, their style and capabilities is crucial in making thoughtful decisions when hiring people for future projects.

Our system enables users to contact companies or freelancers based on their showreels, allows them to navigate through to homepages or get in contact via email.

[Clipland PRO | Showreels](#) not only virtualises the traditional handling of showreels, it actually reproduces the overall process of watching and selecting showreels, communicating and agreeing on a certain set of reels and the final hire, online. This approach radically simplifies many tedious procedures currently in use at many agencies and film production companies.

About Clipland GmbH

The company's core site, the "short form media" information portal www.Clipland.com is online since 1998. The site caters to an audience of film and video amateurs and professionals interested or working in short films, music videos, tv commercials and movie trailers. For its wealth of background information, crew and talent credits as well as media resources, clipland.com has since become one of the most important sources of information regarding "short media" on the Internet.

Besides operating the editorial Clipland PRO | Catalog© database of film credits and background information, Clipland offers Clipland PRO | Showreels©, a specialised showreel showcasing platform adapted to the needs of the media business.

What is a showreel?

A showreel – or demo reel, show reel – is like a video calling card. In the form of a montage running not longer than a few minutes, it is used to promote a freelance artist or a company by presenting selected film works to give a prospective employer an impression of past work, skills and style.

Traditionally showreels were sent out via mail, as hardcopy on DVD or tape. Today, showreels are part of the overall marketing efforts and are in many cases presented online on websites or ftp servers.



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