instinctools

Brand-New Mobile Platform For Live Broadcasting

utrail.me

How crafting a cutting-edge mobile platform for live broadcasting, that features seamless social media sharing for platforms such as Facebook and Twitter, allowed a German media startup to attract **four million users** within the first year after the product's launch.

About the Project

Just recently, mobile devices and mobile Internet have created sufficient infrastructure for live mobile video broadcasting solutions. People who are now used to text and photos will definitely experiment in the area of video and live streaming. What exactly will come out of these experiments is not clear now...

But what is clear is that by providing a simple and reliable video streaming possibility, there is an outstanding opportunity to enter this emerging market and become a technology of choice, thus securing a pivotal position for future use cases. The market window is still open, although we expect that this niche will fill up quite fast, as competitors are not sleeping.

The Solution

Our company developed a mobile application that enables the basic action: "to show what is happening live." The user shoots live video using his/her smartphone, and other users who follow him/her (e.g. on social networks) or are invited by the user, can watch his broadcast in real time or later. This can be seen as some kind of live video twitter.

This instant way of video shooting, sharing and watching in real time is extremely easy to use – now in your pocket.
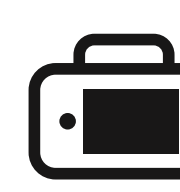
Technologies Used
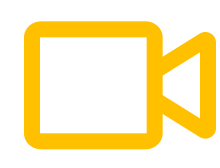
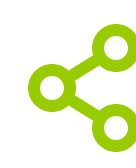| NodeJs	Google ProtoBuf	FFmpeg	RestKit	OAuth 2.0

In short, uTrailMe is:

Live broadcasts

Everything you see on your screen is happening in real time

Easy sharing

Users can invite others to watch their broadcasts and they can invite more, without limitations

Simplicity and ease of use

Using the application is intuitively easy. You are one touch away from starting your live broadcast

Mobility

In any place at any time – you're not attached to a PC desktop

Video archive

Broadcasts are saved. Videos can be watched later

Integration with social networks

Links to broadcasts are immediately shared on social networks like Facebook, Twitter and VK. There is the possibility of collaboration around objects in social networks like events, groups, and pages

AT PRESENT WE ARE NOT WORKING WITH THE TECHNICAL SUPPORT OF THIS APPLICATION

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