Image & Video Manager

Businesses across all industries today know that good digital customer experience drives conversion — and high-quality images and videos are increasingly important elements for successful customer engagement. Image & Video Manager is a software as a service (SaaS) solution that intelligently and automatically optimizes images and videos on the fly for every user. It is designed to provide the quality, format, and size ideally suited for each user's device, browser, and network connection on websites or mobile apps.

In addition to fully automated optimizations, you can creatively enhance visual media in real time with resizing, cropping (including automated face crop), watermarks and text overlays, color and transparency changes, chroma key, interactive zoom and pan, 360-degree views, and more. Image & Video Manager is easy to deploy and requires no changes to your original code, files, servers, or processes. It eliminates manual optimization for responsive web design, and reduces data volume without degrading visual quality.

Combined with the scale and performance of the Akamai Intelligent Edge Platform, Image & Video Manager helps you create the best visual experience for each user across all channels and stages of the customer journey.

Adaptive Security That Self-Tunes

In a time when online activities are replacing many tasks previously done in person, images and videos offer the opportunity to create digital interactions that more closely replicate those in physical environments. Rich user experiences require high-fidelity images and videos, which result in large file sizes (or byte weight). Videos impose a particular challenge because of the data volume of highquality clips, and fragmented and inconsistent browser support for next-gen codecs. When left unoptimized, videos fail to play, take too long to load, or display incorrectly.

BENEFITS TO YOUR BUSINESS

1. **Simplify** optimization, management, and delivery workflows for visual media

2. Significantly **reduce** time, cost, and effort for responsive web design

3. **Eliminate** time-consuming and error-prone manual processes

4. **Activate** video on mobile devices over high-latency cellular connections

5. **Boost** search engine optimization rank with lower byte weight and better responsiveness

6. **Reduce** storage and network costs with fewer bytes transmitted

How it works

1. Point Image & Video Manager to your file origin on any content management system (CMS), digital asset manager (DAM), or web-accessible storage location, and choose your preferred quality and resolution settings. Select from more than 30 artistic transformations to adjust your images and streamline your image workflow.

2. When a file is requested, Image & Video Manager creates optimized derivative versions based on the best combination of quality, format, and resolution. This includes next-gen, browser-specific formats and codecs for Android and iOS devices, as well as Chrome, Safari, Edge, Firefox, and other modern browsers.

3. The optimized derivatives in all formats and resolutions are stored on the Akamai content delivery network and cached at the edge — no need for additional storage on your servers.

4. Image & Video Manager automatically delivers the ideal file size, format, and quality tailored to the end user's device, browser, and network connection with no code changes required.

Striking the right balance between highly aesthetic, visually engaging online experiences while not overburdening users with excessive page weight — especially over high-latency cellular networks — is complex. The answer? A simple and automated solution that delivers consistent and seamless visual experiences across all devices, networks, and user touchpoints. Streamlined optimization reduces the preparation and work required to create, manage, store, and transform videos and images, accelerating time to market. An automated, SaaS-based management solution creates operational efficiencies, improves agility, and mitigates risks by allowing you to quickly test visual designs, launch stunning online experiences, host videos, and make changes to websites and apps with less effort and cost.

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Intelligent image and video optimization for any device and browser

Akamai Select Partnership

Akamai's portfolio of advanced security and video delivery solutions is backed by Evolane's unparalleled customer service, analytics and 24/7 monitoring. Founder Kristof Haeck worked together with Akamai throughout his career and got to know the platform in all its facets. As someone who only chooses who and what he believes in, it didn't take long for Kristof to become an Akamai Select Partner to continue the successes.

This title is reserved for partners who continue to invest to provide the right product knowledge and product configuration! With more than 15 years of experience with Akamai's solutions, our engineers are now as certified as can be and we got to do some great projects for amazing companies. This is how Evolane combines the benefits of a trusted local partner with the ingenious technology of an international company.

Akamai | Select Partner

📅 **Let's talk!**

To learn more, click here and visit our Akamai partnerpage on the Evolane website.

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