

# trint

Make your content do the work: how to tell your brand story more efficiently

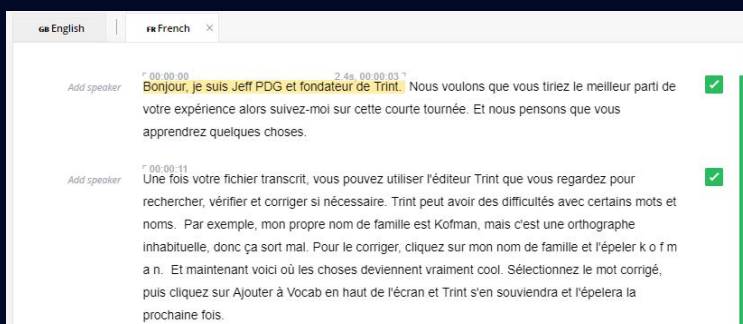
Expectations for brands have shifted. Customers now expect the brands to speak their language and in the channels they use. That means more bespoke content in channels and formats that resonate.

With the rise of video and the proliferation of more and more social media channels, how can brands keep up while keeping costs down?



## 1. Consumerize content production

*Simplify audio and video content production without expertise in complex software*

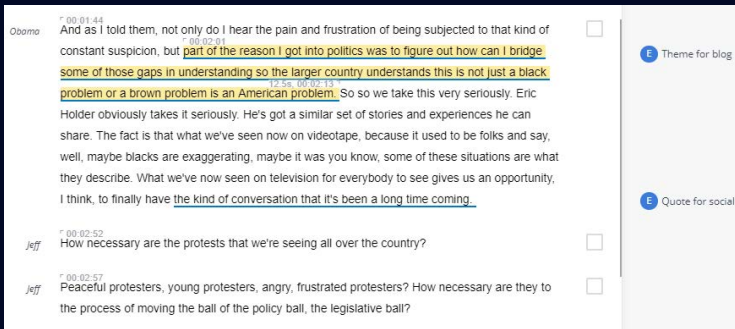


- Capture, find and highlight key moments to grab time codes
- Share timecodes and captions with audiovisual editors
- Easily translate and subtitle foreign language content



### 2. Serialize content for all your formats

*Reuse keystone content to publish more, faster*



- Lift quotes and snippets for social media posts
- Make key moments available for blogs, articles and papers
- Store, access and reuse from your content repository

### 3. Get the word out without the fuss

*Make content visible in the channels your community cares about*



- Make sure content is accessible with captions and subtitles
- Post the transcript to make your content searchable
- Pull the right quotes, soundbites or audiovisual formats for the right channels

## About Trint

Trint unlocks the power of speech. Our platform uses A.I. to automatically transcribe audio and video, making it easy to find the moments that matter. We connect teams for seamless, fast and secure content creation.