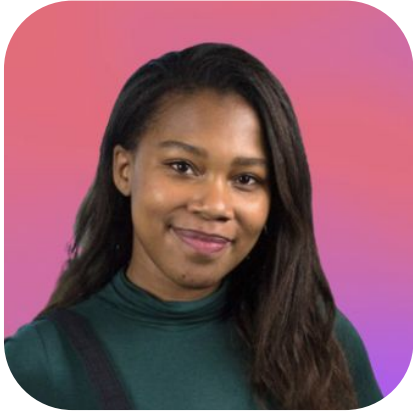


PlayPlay

September 22, 2026

New features presentation

Intervenants



Cintia Da Veiga
User Engagement Manager



Alison Shafer
Customer Success Manager



Agenda



New features presentation



Focus: Video background removal
and custom avatars



Combining PlayPlay Video & Design



Coming next



Q&A

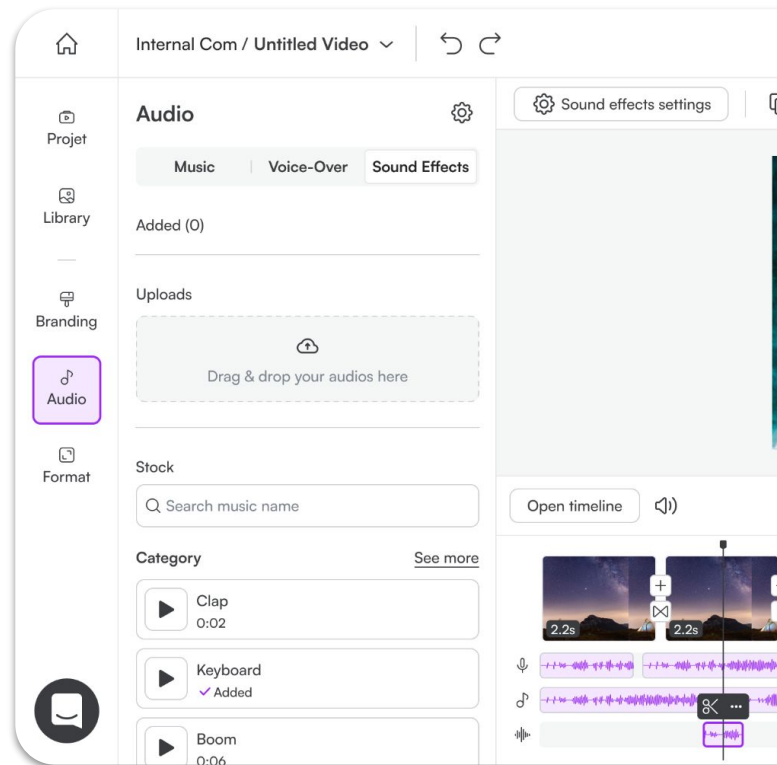


New features presentation

Already available

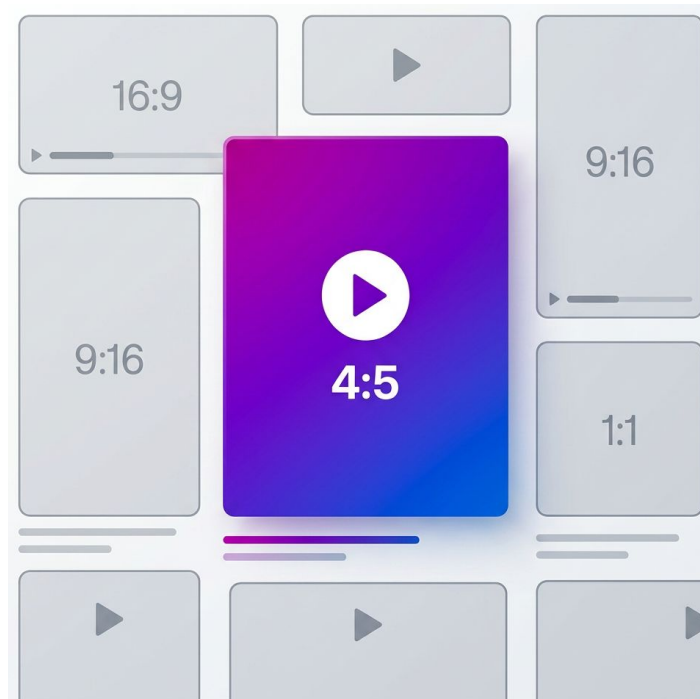
More engaging videos thanks to **sound effects**

Create dynamic soundscapes with built-in
sound effects with a dedicated audio track.



Native 4:5 format for LinkedIn and Instagram

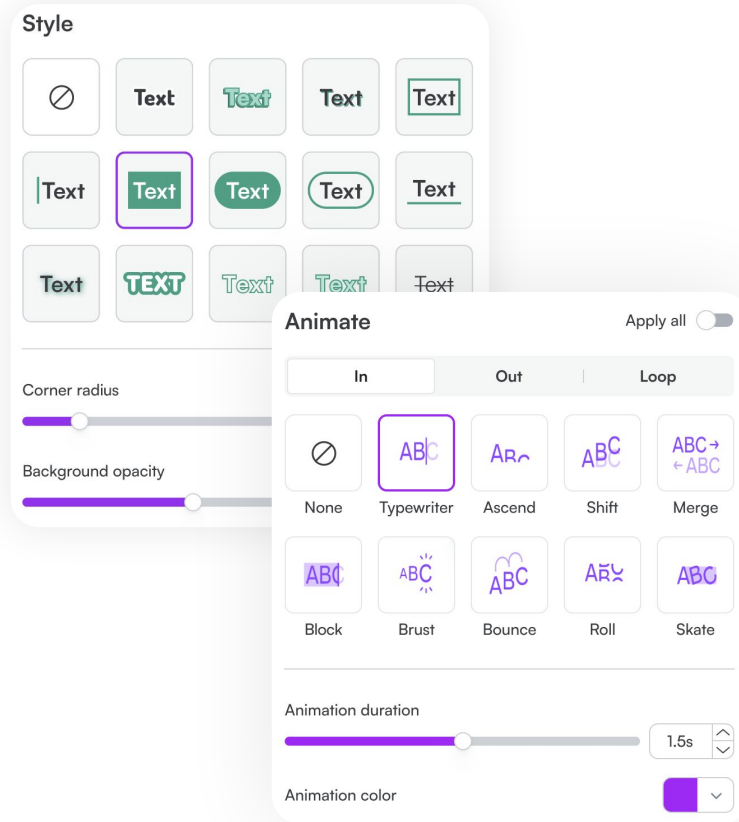
Create and export your videos in 4:5 aspect ratio – the native format for LinkedIn and Instagram feeds. From creation to export without extra editing steps.



Already available

Unleash your creativity thanks to the fully modular elements

Mix any style with any animation,
fine-tune border radius and opacity. Edit
animation duration, and choose from an
exit catalog — your Elements, fully yours
for the first time.

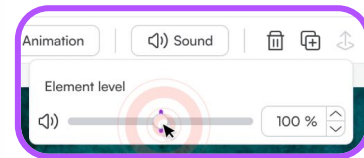
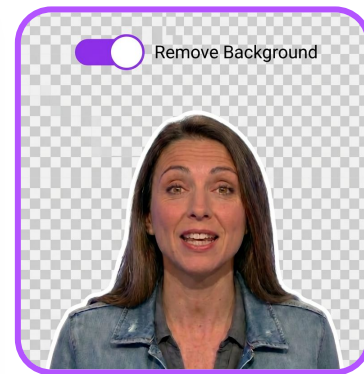


The **most-engaging social video format** created directly in PlayPlay.

A video format made possible by:

- Transparent video import
- **Video background removal** directly in PlayPlay
- **Per-element audio control**

Visuals for illustration purpose only – final designs may differ.



Already available

More expressive AI avatars, tailored to your brand identity

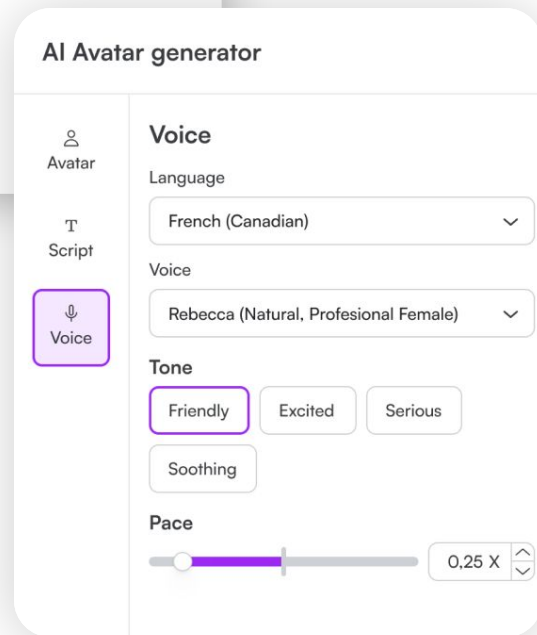
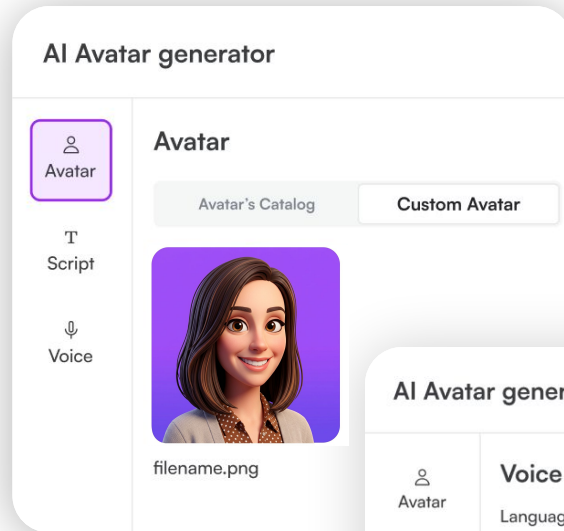
Upload an picture of a character and PlayPlay turns it into a talking, moving presenter with adjustable tone and pace.

Produce interviews and training content at scale, without a studio.

Best for: mascots, brand characters, cartoon people.

Missing yours ? Create it with **PlayPlay Design**

Visuals for illustration purpose only — final designs may differ.





Focus :

Video background removal

Video background **removal**

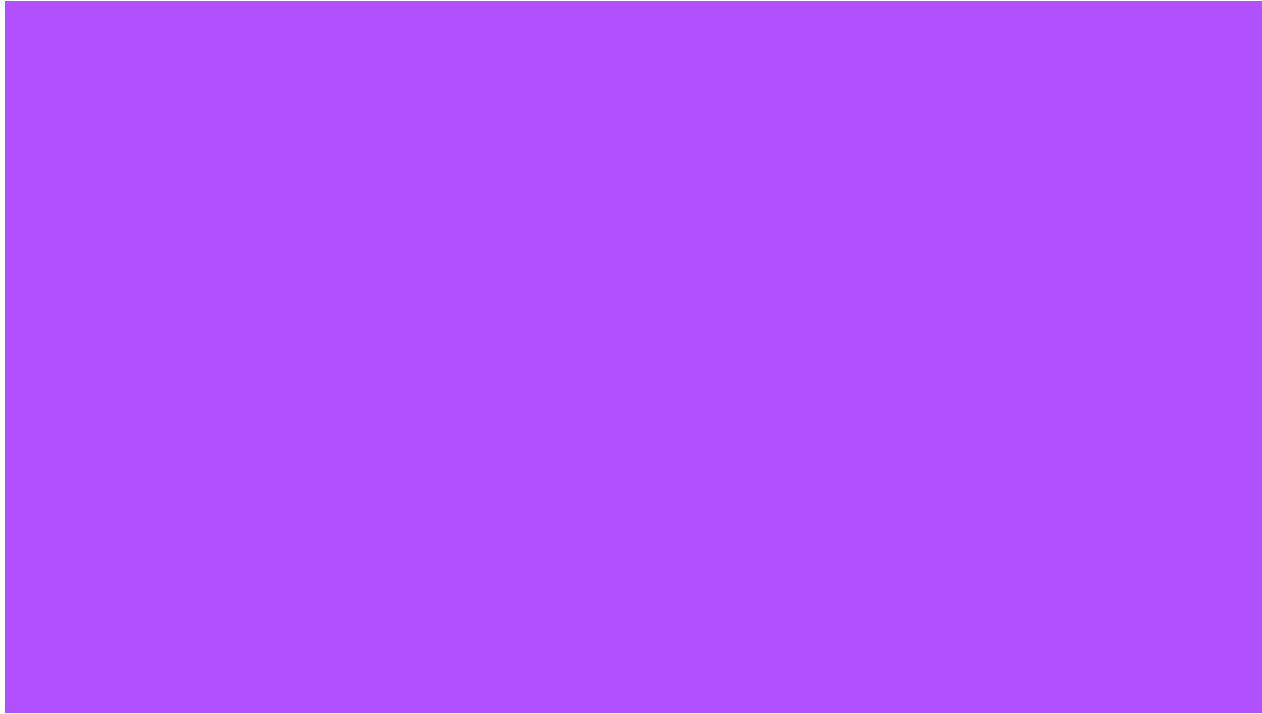


✓ In a classic screen



✓ As an element

Liven up your interviews and video content





Demo:

How can you recreate this
on PlayPlay?

Introduce people



Create **depth effects**



Create **special effects**



Add some **style**





Focus: Custom avatars

Share **internal messages**



Bringing **tutorials** and **training** to life

Step 1

Find the service
you want to book.

Create product demos and marketing videos

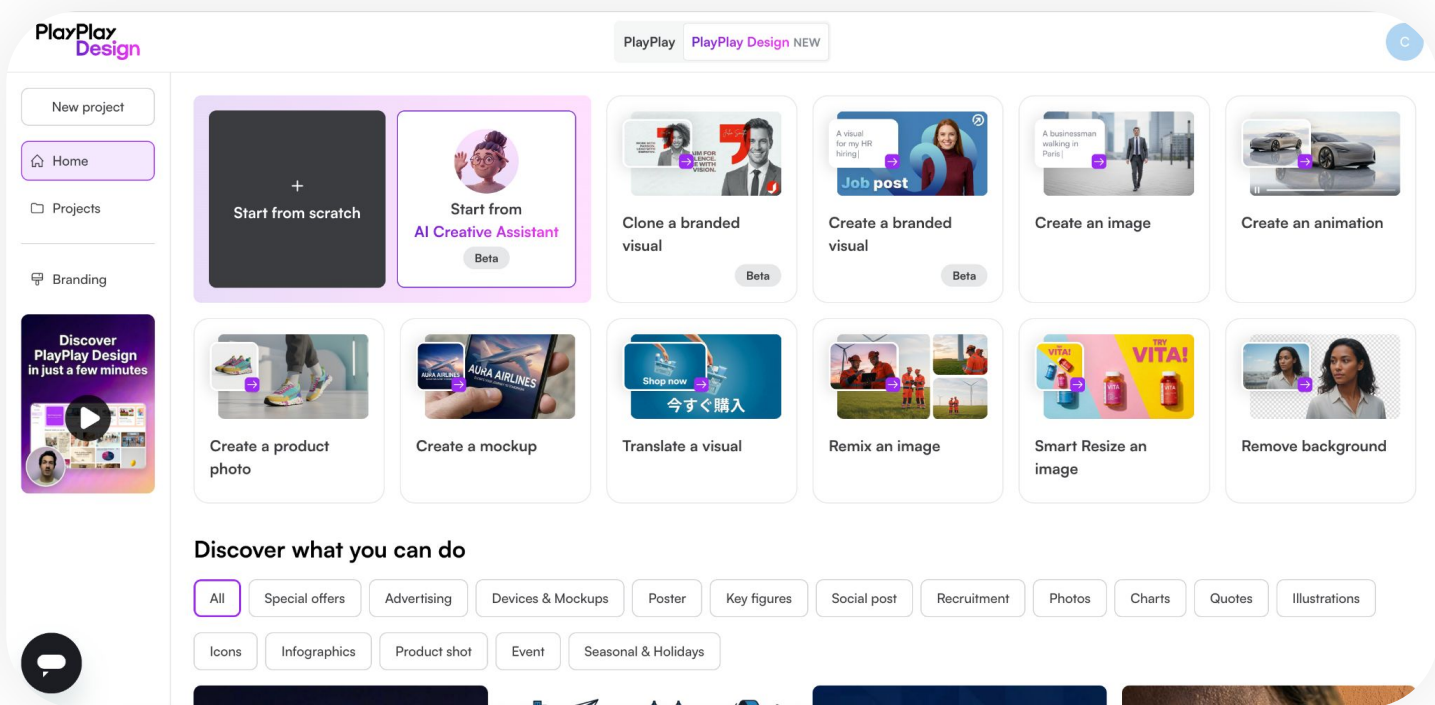


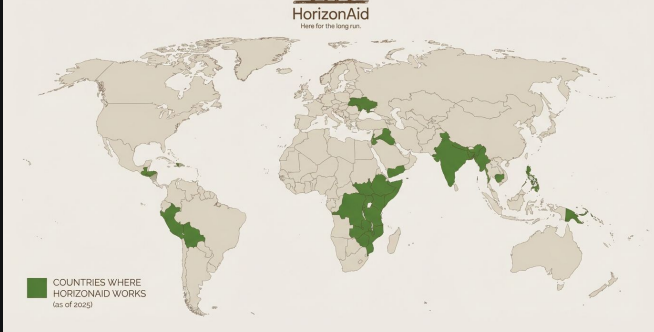


Combine PlayPlay Video
and Design

Have you tried **PlayPlay Design**?

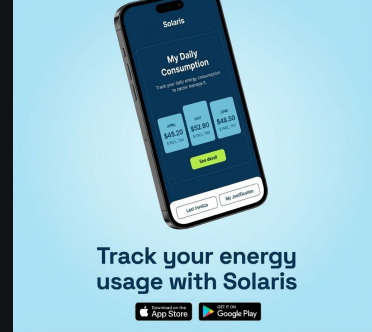
A new way to create images.
Powered by IA. Based on your brand. Made for every team.





CW
Carter & Ward Group Inc.

91%
of decision-makers believe AI will boost productivity in finance.



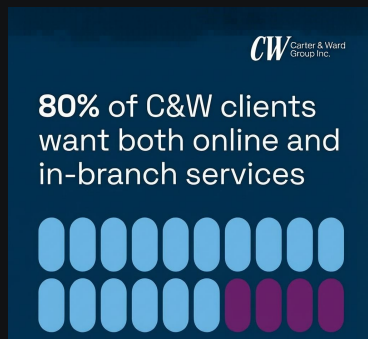
CW
Carter & Ward Group Inc.

REFER A FRIEND
\$100
donation to the charity of your choice

Refer a friend



One platform, infinite possibilities



All your visual tasks covered



New image

From a description or an image



New animation

From an image or a description



Create on-brand visual

A design true to your brand



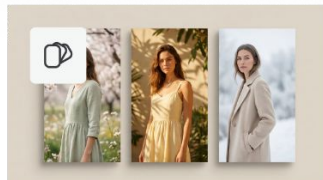
Start from your template

Create your recurring content from an approved design



Product shot

Your product shooting, without logistic



Create variations

Generate a batch of similar images from one image



Integrate into a scene

Place your design on any surface or device

Every edit your image needs – in one place.



Edit image

Refine generated or imported images.



Edit a zone



Remove background



Translate



Crop



Smart resize



Boost resolution



Replace text

PlayPlay Design is included in your
subscription and your access is activated.

Unleash your creativity
by combining

PlayPlay **Design**

PlayPlay Video

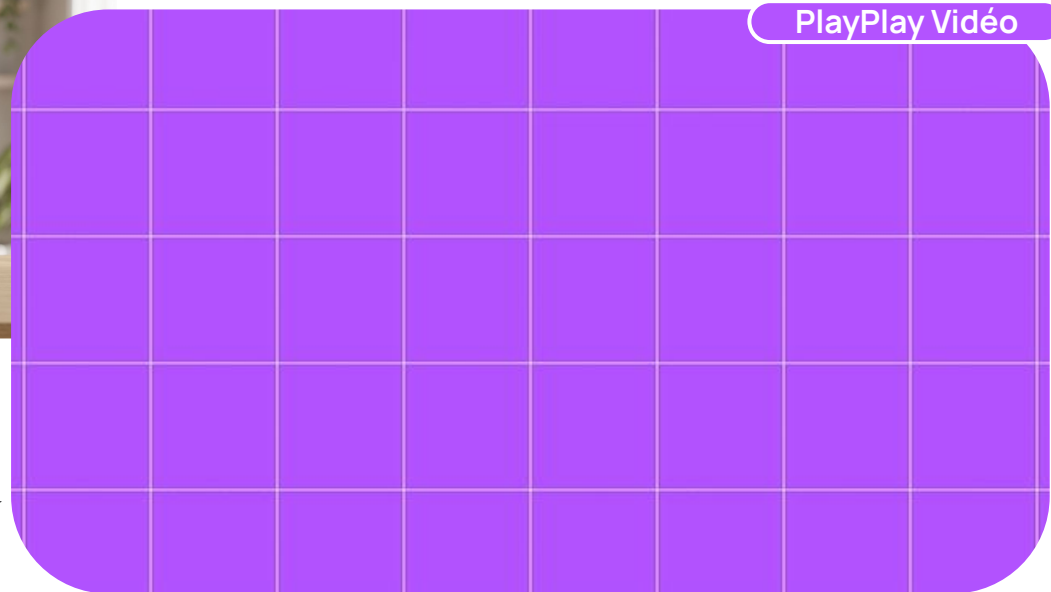


Create **visuals**,
illustrations and **animations**
to enrich your videos.

A decorative curved gradient bar in the bottom right corner, transitioning from purple to blue to green.

🔥 Already a top creator favorite

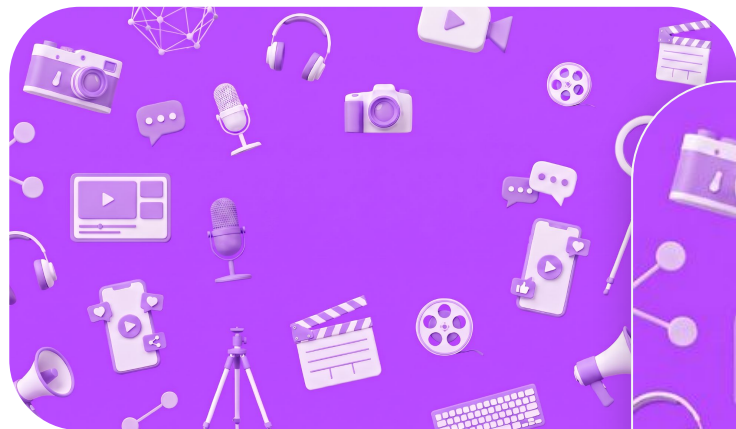
Integrate your screen shots into a scene or any supports



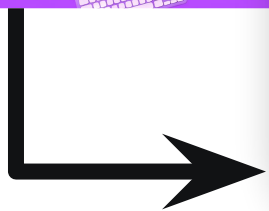
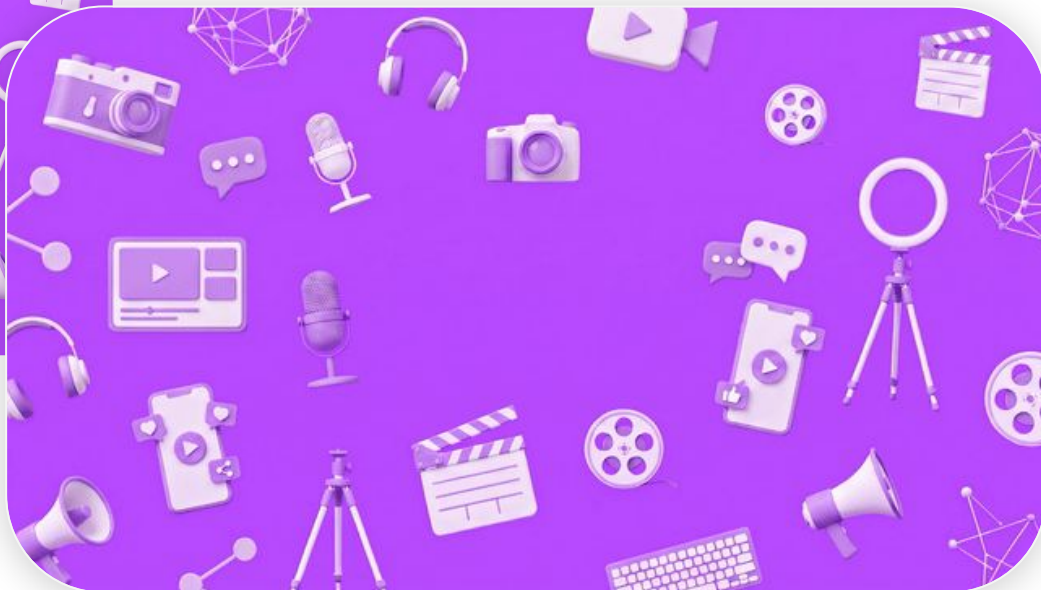
🔥 Already a top creator favorite

On-brand custom backgrounds to stand out from the ordinary

PlayPlay Design



PlayPlay Video



🔥 Already a top creator favorite

Create **custom illustrations** or customize your logo for a special occasion



PlayPlay Design

PlayPlay Vidéo

Our whole team
wishes you

Icons, shapes, characters,
logos...

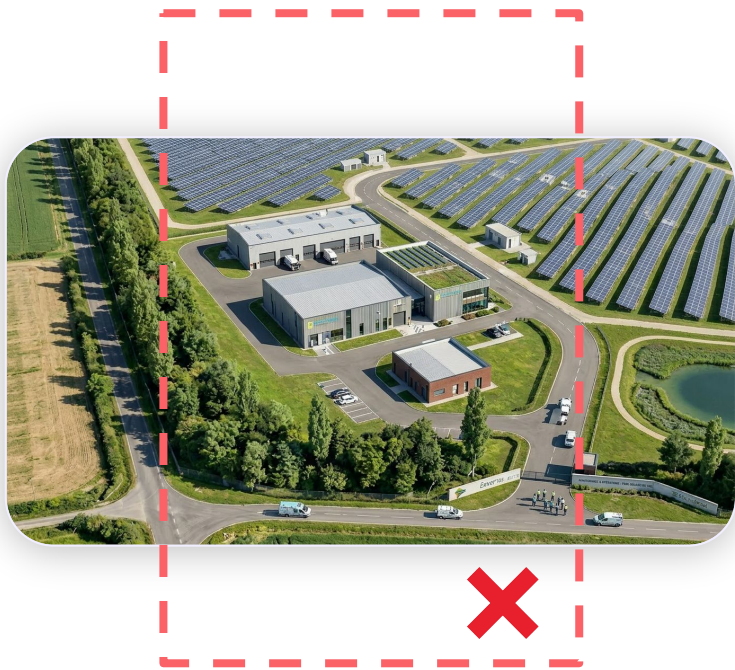
🔥 Already a top creator favorite

Dynamism in your video by **animating static images**



🔥 Already a top creator favorite

Original format is not a limit anymore thanks to smart resizing



🔥 Already a top creator favorite

A 100% animated motion video, **ready in minutes**

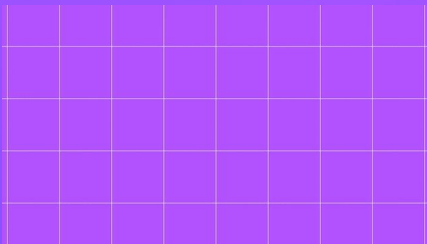
PlayPlay Design



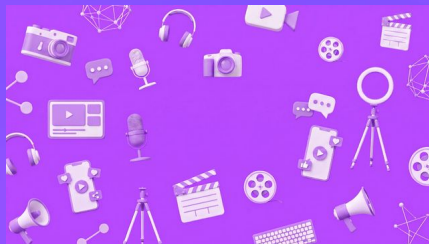
PlayPlay Video



Which of these actions
would you use the most in
your video?



Create custom mock-ups



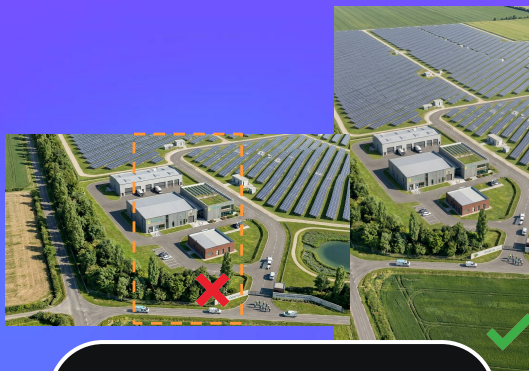
Create custom illustrations



Create custom backgrounds



Animate a static image



Crop an image before using it



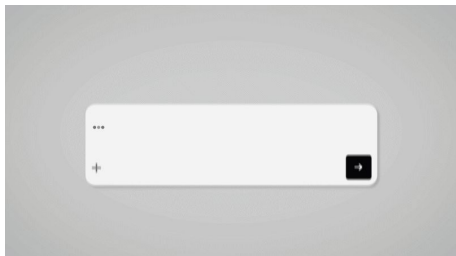
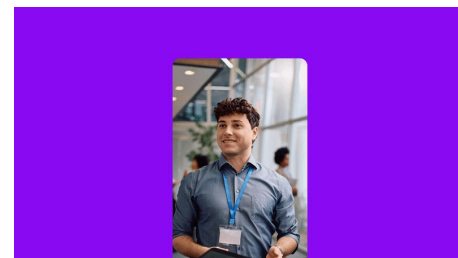
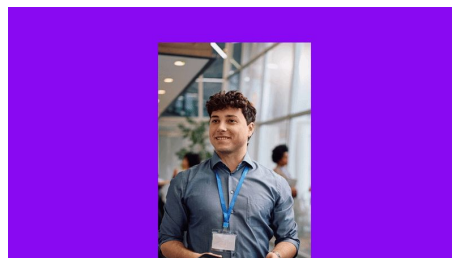
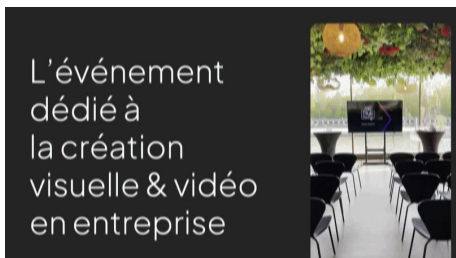
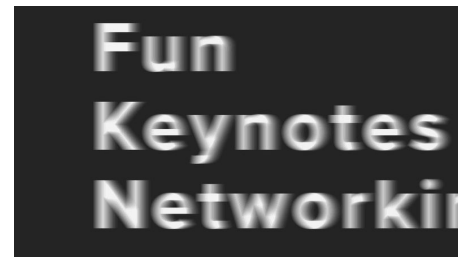
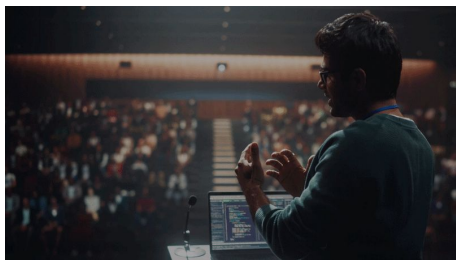
Create a motion design video



Coming next!

New creative resources to enrich your creations

8 new magic screens



New **creative resources** to enrich your creations

4 new subtitle styles



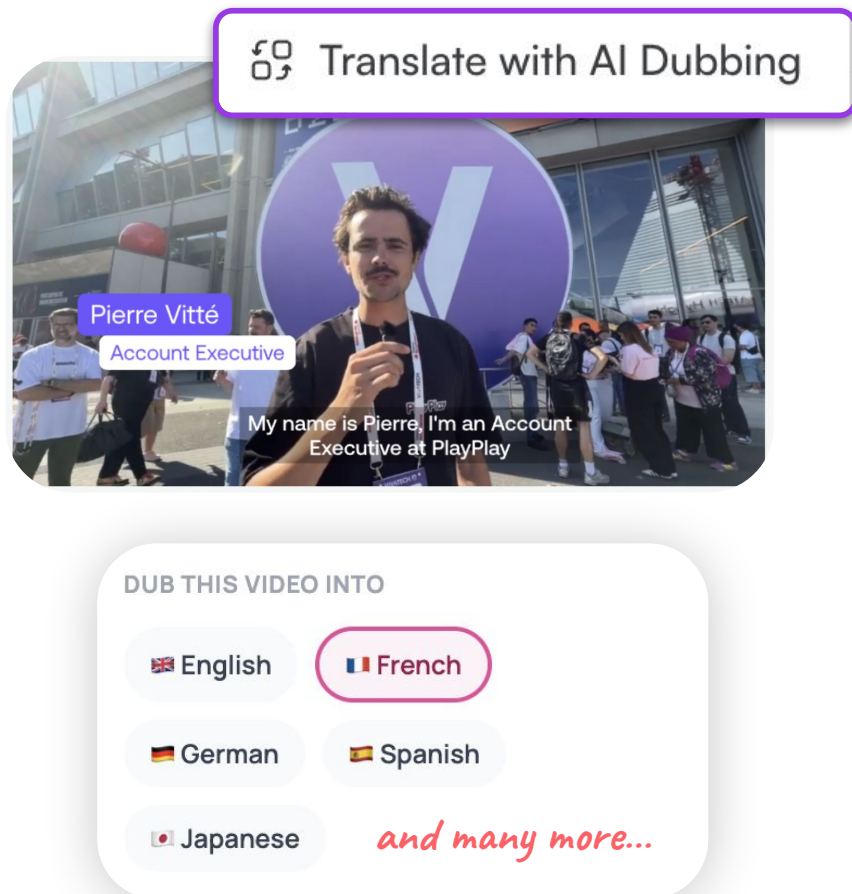
Your video, now speaking every language with AI Dubbing

To localize your video, translated subtitles are the baseline.

AI Dubbing of the voice is next level.

Translate the spoken voice itself, keeping the original tone and delivery, so the same video can speak to every market without a single re-recording.

Visuals for illustration purpose only. Final designs may differ.

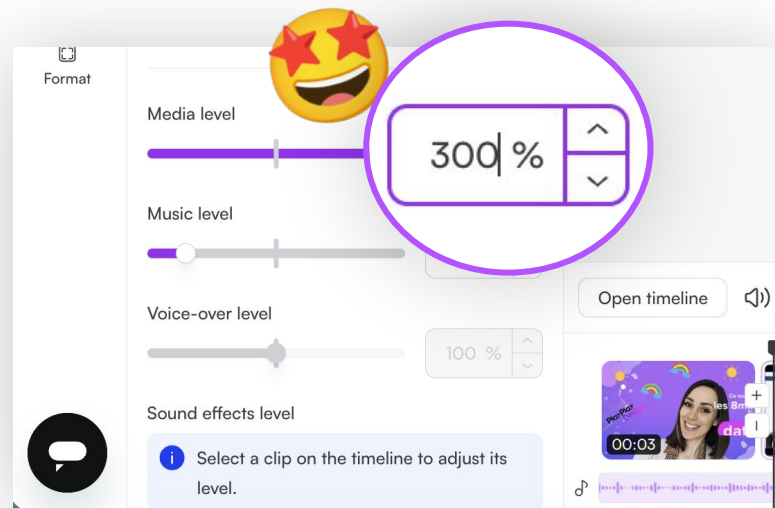


Reworked audio levels

Turn it up. Get the balance right.

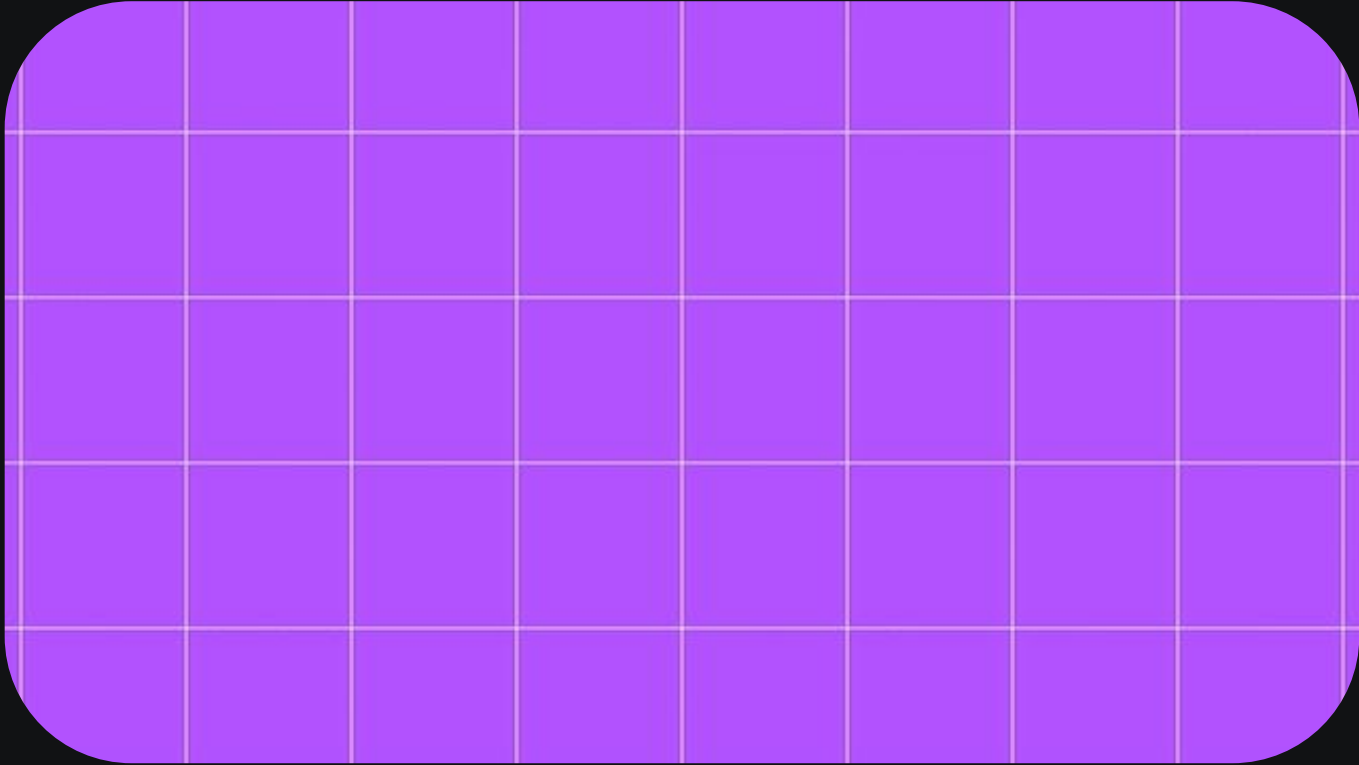
Today, getting the audio right isn't easy — a volume slider that allows 200% but still disappears under the music.

Turn media volume louder and mix media, voice-over and music volumes the way you'd expect.



What did you think of
this webinar?

PlayPlay Academy is now live!





Q&A

Thank you!

Coming soon!

Thursday, October 22

The go-to video formats for impactful
end-of-year communications