

360 video startup Pie announces new interactive video format shot straight from iPhone

The new video format, called a 'slice', can be shot using an iPhone camera with Pie's new app.

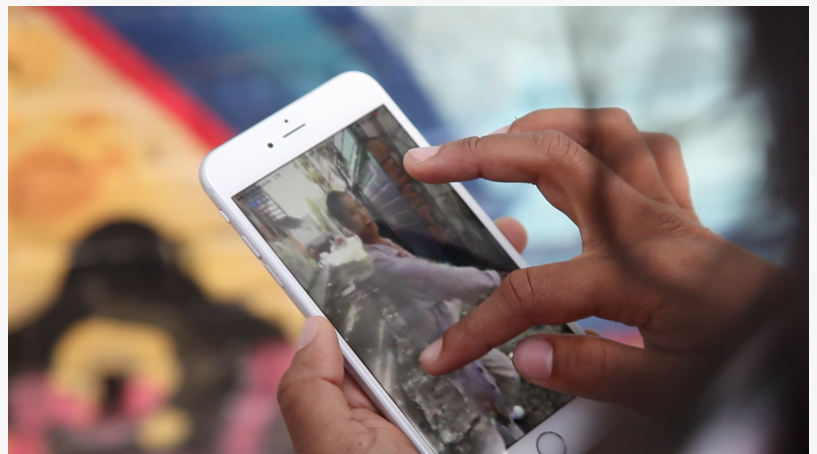
SAN FRANCISCO, CA, UNITED STATES, November 14, 2016 /EINPresswire.com/ -- 360 video startup [Pie](#) today announced that its first app, now available on the [App Store](#), includes a way for users without a 360 camera to capture a new kind of interactive video using only an iPhone.

The proprietary format, called a 'slice', can only be created using the Pie for iPhone app. To capture a slice, users move their phones left to right as if capturing a panorama for approximately 3 to 5 seconds. When playing back a slice, viewers can swipe or spin their phones to move back and forth in time and space at a speed of their choosing. The experience of viewing a slice can be described as similar to a cross between a Boomerang, a GIF, and a 360 video.

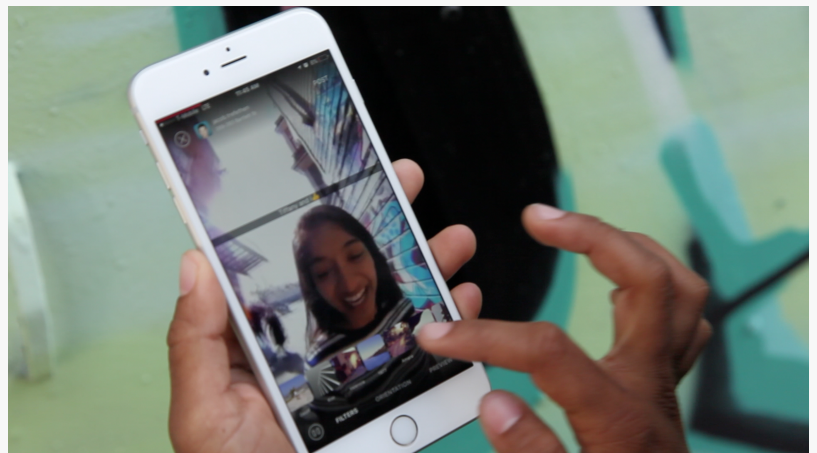
Co-Founder Ceci Mourkogiannis has said that 'slices are our first attempt to create an immersive video format that anyone can make on an iPhone in just a few seconds. We saw the incredible power of 360 video and we wanted to give more people a way to capture the moments that matter using technology that we and our investors believe is the future of video on mobile.'

Co-Founder Jacob Trefethen has explained that 'slices are the perfect format for capturing anything that's moving faster than the eye can usually see. Just by tilting or swiping your phone you can slow down and reverse a dance move or a pivotal moment in a sports game to see what's really going on, while also looking in different directions. Slices compliment the 360 videos on Pie because both formats allow the user to swipe or spin their phones to get a different perspective on what's happening.'

Early adopters of Pie's new video technology include entertainer and influencer Ashley Roberts. Roberts, best known as a member of one of the most successful girls groups in the world, The Pussycat Dolls, and host of NBC Universal's 1st Look, has been experimenting with Pie in the run up



Watching a slice on Pie



Editing a video on Pie

to the app's launch. Roberts' Pie profile gives her fans the chance to experience red-carpet events and behind-the-scenes moments in 360:

'Pie has given me the ability to merge my social media content with the coolest 360 technology. I'm now able to give followers the most unique, most cutting edge, and most technologically advanced look into what my active life is like.'

Pie's investors include include McClatchy, Colopl VR Fund, Sparkland Capital, Stage Venture Partners, Graph Ventures, and Matter Ventures. Andy



Watching a video on Pie

Pergam, VP of Video and New Ventures at McClatchy, says that his company 'views 360-degree video as a major driver for the industry overall'. McClatchy journalists with early access to the Pie mobile app have been using the company's software to capture key moments during this year's election cycle. Emmy-award winning McClatchy video journalist Brittany Peterson covered the Republican campaign trail and scenes from Trump Tower during last Tuesday's election using Pie's iPhone app. Other non-professionals have also used Pie to capture the recent protests in San Francisco and New York.

CTO and co-founder Guillaume Sabran has said that 'seeing our technology used to capture such significant moments in recent days has been humbling. We hope to see Pie used to give our users around the world the ability to instantly experience both personal and newsworthy moments in a far more immersive way than was previously possible.'

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