

Cinema8 Introduces AI-Powered Interactive Video Platform to Enhance Viewer Engagement and Content Strategy

New solution aims to support businesses and educators with data-driven video tools, seamless interactivity, and intelligent automation


CAMBRIDGE, CAMBRIDGESHIRE, UNITED KINGDOM, April 2, 2025 /EINPresswire.com/ -- Cinema8, an AI-core [interactive video platform](#), today announced the launch of its enhanced toolset designed to support content creators, marketers, and educators in delivering interactive, data-rich video experiences. The platform combines intelligent automation, customisable interactivity, and detailed performance analytics to help businesses transform how audiences engage with video content.

Cinema8's offering includes a drag-and-drop editor, no-code widgets, and seamless integration with third-party platforms—making interactive video creation accessible to a wide range of users without technical expertise. From clickable hotspots and quizzes to shoppable content and adaptive branching, users can design immersive journeys that are personalised and measurable.

“We believe video should be more than just content—it should be a conversation,” said Rosan Erdemli, CMO at Cinema8. “Our platform enables businesses to build that conversation, whether it’s through e-learning simulations, product demos, or employee onboarding.”

Key features of the Cinema8 platform include:

- Interactive Design Tools: Easily embed branching logic, polls, forms, and gamified content.



The image shows a screenshot of the Cinema8 interactive video player. The video frame displays a woman in an orange top holding a document. Overlaid on the video is a white call-to-action box with the text "It's Time to Grow Your Business!" and "Reach your audience more effectively and strengthen your brand." Below this is a purple button labeled "Get Started Now". A purple progress bar is visible at the bottom of the video frame. The entire player is set against a pink background with the Cinema8 logo at the bottom.

Spark interest

cinema8

Capture Attention with Interactive Video – Engage your audience instantly with Cinema8’s AI-powered interactive videos. Create compelling content that sparks interest and drives conversions.

- AI Functionality: Automate subtitles in over 100 languages, generate smart chapters, and apply motion-tracking hotspots.

- Video Hosting & Analytics: Monitor engagement with heatmaps, A/B testing, and performance dashboards.

- Monetisation Options: Enable subscriptions, lead generation, and shoppable experiences directly within videos.

Cinema8 supports a diverse user base across sectors including education, enterprise training, retail, and digital marketing. The platform has already been adopted by over 70 organisations in 21 countries, including universities and global brands, and was recently recognised at the Cannes Corporate Media & TV Awards for innovation in interactive video.

The launch reflects growing demand for content that not only informs but also interacts—helping creators maximise return on investment and adapt content strategies in real time.

“

With Cinema8, video becomes a two-way experience—enabling deeper engagement across learning, marketing, and communication.”

Rosan Erdemli

Rosan Erdemli

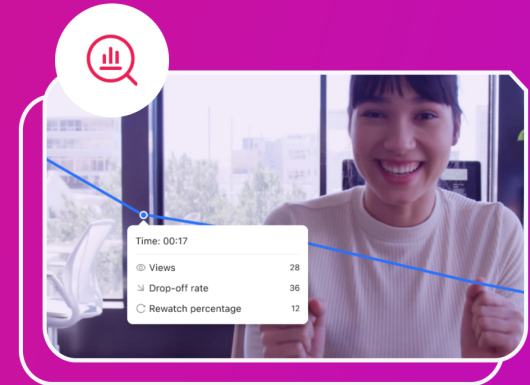
Cinema8

[email us here](#)

Visit us on social media:

[Facebook](#)

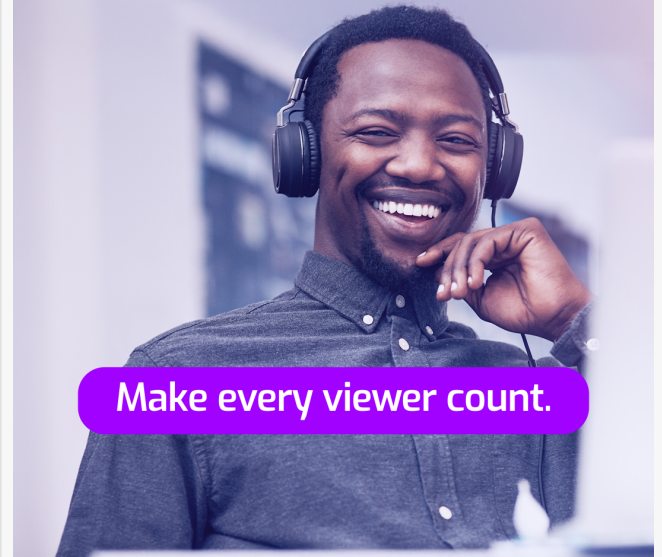
Convert faster



Turn Views into Conversions – Optimize video performance with Cinema8’s AI-powered analytics. Track engagement, reduce drop-offs, and improve viewer retention with smart data insights.

cinema8

Celebrate results



Make every viewer count.

Make Every Viewer Count – Maximize engagement and viewer satisfaction with Cinema8’s interactive video solutions. Boost retention and celebrate your video marketing success!

This press release can be viewed online at: <https://www.einpresswire.com/article/786661588>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.

X

LinkedIn

Instagram

YouTube