

Advids Launches Video Production Solution for CleanTech & Energy Sector as Renewables Overtake Coal for the First Time

Dedicated video production solution helps CleanTech & Renewables innovators translate complex systems for engineers, financiers, and regulators across RFPs.

PALO ALTO, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ --

Renewables overtook coal in the global electricity mix for the first time in a century in 2025, and the world added a record 692 gigawatts of renewable capacity over the same year, according to the International Renewable Energy Agency. Advids, a B2B video production agency that has visualized more than 130 energy systems, today announced a dedicated video production solution for CleanTech, Renewables, and Energy Management companies.



Advids video creation for Solar and Wind

“

As global renewable capacity eclipses coal, closing the Explanation Gap is critical. CleanTech and smart grid innovators must translate complex system performance into verifiable visual proof.”

Avilash Behera, Founder of Advids

The solution formalizes work that already spans the energy transition. Advids has produced videos for Sigenergy in battery energy storage, Resato Hydrogen in high-pressure hydrogen technology, and Climeworks in direct air capture — categories spanning mechanical engineering, software, and atmospheric science. The company holds a 5.0 rating on Clutch and 4.7 on G2 across its broader video work.

Energy is not one buyer, and specialist B2B research describes the sector as fragmented rather than uniform: a utility engineer wants proof against a formal RFP and a reliability standard; a project financier wants total lifetime

cost modeled across a decade, not headline capex; a regulator moves on a filing deadline no sales calendar controls. Advids calls the underlying problem the Explanation Gap, and says a single static document rarely survives all three readers — the same schematic has to

demonstrate reliability to one, model a decade of cash flow to another, and hold up to compliance scrutiny for a third, without contradicting itself. No deck does all three well. One video can.

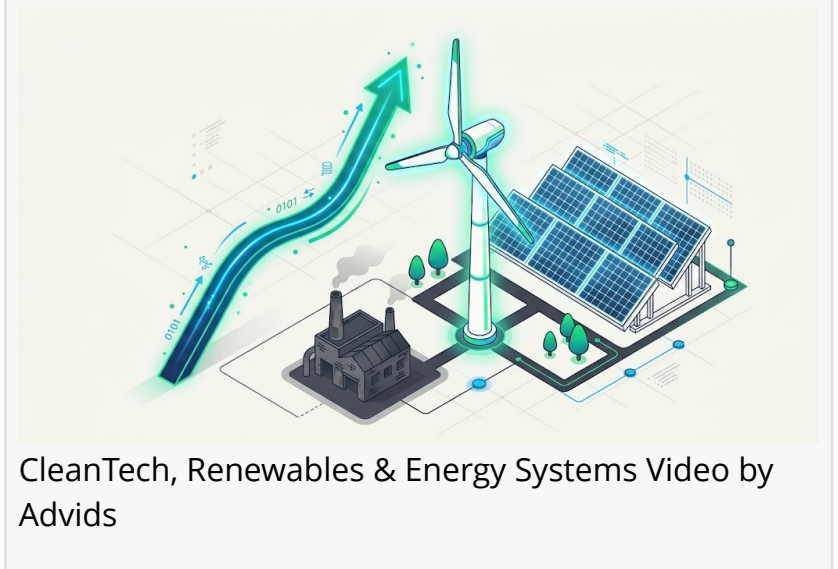
The same gap shows up well before a sale, inside the buyer's own company. The industrial energy management system market is projected to grow from \$37.2 billion in 2025 to \$82.6 billion by 2035, and energy managers are increasingly expected to act as strategic advisors across facilities, finance, and sustainability teams rather than staying inside a technical silo. That means translating system performance into currency, not kilowatt-hours, for colleagues who have never read a load curve — the kind of translation video storytelling handles and a spreadsheet never will. The pace of underlying change compounds the problem. The global smart grid market is projected to grow from roughly \$99 billion in 2026 to \$228.5 billion by 2035, and a federal rule change fully implemented this year opened wholesale electricity markets to distributed energy resources for the first time — meaning utilities, regulators, and vendors are all being asked to evaluate resource types and market mechanisms that did not exist in a form anyone has previously had to explain.

Startups face this earliest of all, often before they have a single utility customer. Marketing specialists in the sector note that the category itself resists a simple pitch — it is rarely enough to say a technology is better, when the buyer cannot see, touch, or easily verify why. The messaging that works also changes by market maturity: earlier-stage categories need education, while maturing ones need trust-building content such as video walkthroughs and operational proof, not more claims.

Two use cases anchor the solution. The Strategic Proposal positions a technology confidently for regulators and Tier 1 utility executives, built to hold up across a formal RFP. Advids produces physics-based motion graphics for corporate and industrial energy buyers evaluating unfamiliar technology against their own facility, budget, and compliance requirements. Both draw on the same technical foundation, restructured for how each audience actually verifies a claim.



Advids video production solution for Smart Grids



CleanTech, Renewables & Energy Systems Video by Advids

The production process — Ingest, Blueprint, Cinematic Rendering, Deploy — pairs schematics, technical documentation, and macro strategy review under strict NDA with narrative mapping focused on time-to-power, followed by high-fidelity motion graphics and omnichannel delivery for the web, the boardroom, and the control center. Because grid algorithms, technical specifications, and regulatory requirements continue to evolve after a video ships, the solution also includes what Advids calls Modular Architecture: updating a project's visual layers to match as the underlying technology changes, rather than rebuilding from scratch.

"The job used to be: make one really good case and defend it for a year. Now the same team has to prove the same technology to a skeptical technical reviewer, a financier running a decade of cash-flow models, and a regulator who can't be rushed — and increasingly, to a sustainability officer who wasn't even in the room five years ago. A written deck can't hold all four of those readings at once without one of them tuning out. Video can," said Avilash Behera, Founder of Advids.

Advids expects the format gap to matter as much as the technology gap over the next several years. 91% of B2B tech buyers already prefer video over written content when learning about a complex product, according to Brightcove, and manufacturers that add video to their technical profiles see higher engagement on RFP-stage inquiries than those that don't, per Thomasnet. If global renewable capacity keeps expanding at its current rate, total installed capacity could nearly triple by 2030 — and Advids says the companies capturing that growth will be the ones who can prove it on video, to an engineer, a financier, and a regulator, before a written deck ever reaches any of them.

Avilash Behera

Advids

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935131244>

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.