

Mexican Startup Raised US\$6M to Democratize Social-TV Advertisement

Flyr a Mexican startup in Silicon Beach, democratizes production of TV-quality advertisement for iPhone and iPad users worldwide.

Santa Monica, April 9, 2018 (Newswire.com) - Santa Monica, April 7, 2018 (Newswire) -Initially raising US\$5M to build a social network, Flyr shifted course a year ago to continue with the longtime dream from visionary VFX genius Hassan Uriostegui, that one day the iPhone would be the new platform where everybody would access the power of the creative-software.



Hassan's products have been a hallmark of innovation for Apple devices since 2010. These creations democratize the Hollywood magic for masses and had been globally praised and ground-breaking. Propelled with a decade-long of successful products like Kromath, Viddy, Onelapse, Cinekolor and Ultrakam, Flyr is a natural next step, offering a full-fledged media compositor and animator that comes in the verge of an impending revolution where iPhone devices had become more powerful than desktop computers.

Flyr raised an additional US\$1M and through and strategic alliance with Renderfam Studios, employed a dozen of graphic designers in Mexico, creating more than 10,000 stunning video templates, ready to be customized and shared in social networks. This accomplishment would have a fair spot in the World Guinness Records given that in just 4 months, this visionary artists produced more TV-quality content than the yearly production of the whole Mexican post-production industry.

“And that's the very reason pumping the heart in the Fly team: Empowering the mon & pop businesses and individual entrepreneurs to share social-TV content with the same quality otherwise limited for premium brands. Flyr is an equalizer of the communication power worldwide. The creative toolset of the future for the Social Media communication”

— HASSAN URIOSTEGUI
INVENTOR

Flyr state-of-the-art technology has made this possible: Empowering not just graphic designers to produce TV-quality advertisement up to 10 times faster than video professionals, but allowing its easy customization without professional knowledge, producing unique videos and images that everybody needs for their social accounts.

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These accomplishments brought a strategic partnership with Snapchat with the aim of powering their users with a specialized tool for creating high-quality advertisement content. Also the stock footage industry is onboard as Flyr represents a unique opportunity to commercialize their assets, not as a professional product, but as a prime matter for the massive production of social media advertisement.

With more than 13,000 paid subscribers and 1,000,000 user-generated projects, Flyr is now raising a series A. Flyr was officially launched in January 2018. The company is based in Santa Monica California and it's a wonderful example of Mexicans and Americans shaping a future beyond walls.

Source: Flyr.tv

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