

Thought Equity



thoughtequity.com

Profile of the company

Thought Equity is a leading provider of video management and licensing solutions. Customers such as cable companies, networks, media companies, and holders of large motion libraries use the company's products and solutions to reduce production time and costs, accelerate their online distribution strategies, and ensure maximum value and revenue potential of motion assets.

Instantly search, preview, purchase and download premium royalty-free and rights-managed footage in desirable categories such as extreme sports, time-lapse, lifestyles, nature, explosions, computer generated animations, and even fully produced commercials. Request demo reels, access free research, and purchase royalty-free CD collections. In addition to traditional tape and DVD delivery, users also benefit from transcoding on-demand, which converts master files to the online delivery format of choice.

Other site features include Speed View™, a new stock footage technology that makes online previewing of footage faster by a factor of 12-to-1. The company offers online frame-accurate comps, which allow a user to assess the editing scope of a clip before purchase.

Once editing with the low-resolution version is complete, users can simply drop in the master file and all previous edits are automatically applied.

Thought Equity adds an average of 1000 clips per week to its online library of footage and production-ready commercials, making it the fastest-growing library in the industry. Inventory includes footage in hundreds of popular categories including editorial as well as production-ready commercials.

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