EXPLAINER VIDEO ENGINE

Videos true to your assets. In minutes.

A compact product brief created solely to demonstrate a transparent PDF-to-video workflow. Every page is fictional, public-safe, and contains no customer results or confidential numbers.

What TapVid is built to do

TapVid turns product assets and written scripts into an explainer video that can be reviewed before generation. The system is designed to keep supplied visuals, wording, and scene relationships observable throughout the workflow.

SOURCE FIDELITY | MESSAGE FIDELITY | SCENE MATCHING

Input: product assets + approved wording

Output: a reviewable explainer video built from that source

ACCURACY FOUNDATION

Three layers of accuracy

The workflow separates what must stay exact from what can be visually expressive. These three layers form the evidence checklist for every scene.

01

Source fidelity

Product images, logos, UI screenshots, and supplied footage remain recognizable rather than being redrawn.

02

Message fidelity

Names, numbers, models, prices, parameters, and approved legal wording stay tied to the supplied script.

03

Scene matching

When the script discusses one product or feature, the corresponding source visual is used for that scene.

Review gate before generation

The brief, script, and scene plan are visible before the final render. A reviewer can verify wording and source-to-scene correspondence before credits are committed to the finished video.

SOURCE-FIRST WORKFLOW

A source-first production flow

The process moves from owned material to a reviewable plan, then to the final video. Each state keeps the original source connected to the output.

01

Provide the source

Upload the document and the product assets that must remain exact.

02

Review the brief

Check the extracted message, audience, and intended video structure.

03

Review scenes

Verify script wording and the visual assigned to each scene.

04

Generate and refine

Render the video, then revise only the scene that needs a change.

RECURRING VIDEO NEEDS

Where the workflow fits

TapVid is designed for teams with recurring explainer-video needs. Each use case begins with assets and wording the team already owns.

Multi-SKU product videos

Reuse a repeatable structure while keeping each product image and specification attached to the correct SKU.

Product explainers

Turn product documents, screenshots, and approved scripts into a reviewable feature walkthrough.

Data and voice visualization

Pair narration with charts, diagrams, and supplied visual evidence instead of generic filler footage.

Launch and pitch videos

Convert a release brief or presentation into a paced story for a launch, event, or sales conversation.

API and platform workflows

Connect recurring video creation to an existing content or product workflow when the integration is appropriate.

Demo note

This document is fictional and exists only to make the PDF-to-video evidence chain reproducible.