

ANIMOTO

**Why Cloud Computing
is Good for Startups**

2009.12.03

Who am I?

CTO for Animoto Productions, a New York-based video technology company founded by Producers and Editors from MTV/VH1/ABC.



Welcome to the end of slideshows

[Get Started](#)

You'll be making videos in less than a minute!

"A humdinger, a real winner"
— BBC Click

"Animoto rocks"
— TechCrunch



[View a sample video](#)

Fast. Free. Shockingly easy.

We analyze your images. We feel your music. Then we produce a beautifully orchestrated, completely unique video piece. Fast and free to sign up.

[Get Started](#)

Super easy to use

Create videos in minutes. Upload your pics or pull them from Flickr, Facebook, Picasa and more. Then just choose a soundtrack and you're done!

iPhone & Facebook users

Got an iPhone? Use Facebook? We've got apps for both! Make videos in whatever environment works best for you.

Grow Your Business

Are you a photographer? Realtor? Business owner? Our pro account gives you unbranded videos to help grow your business. [Learn more.](#)

Choose Your Video Type

animoto
originals

ORIGINALS



Short

*30-second video
for free users*

ORIGINALS



Full Length

*full-length video
for All-Access users*

ORIGINALS



Unbranded

*commercially licensed
video for Pro users*

The Holiday Package

A hi-res holiday greeting
plus an All-Access Pass
for only \$30/year!

[Upgrade](#) now or view
additional [info](#).

greeting
cards

HOLIDAYS



**Pop-up
Pandemonium**

HOLIDAYS



Starry Night

BIRTHDAYS



**Pandora's Gift
Box**



A grid of 24 empty video thumbnails. In the center, five buttons for photo services are stacked vertically: flickr, facebook, SmugMug, Picasa, and photobucket. A mouse cursor is hovering over the flickr button. A blue arrow points left from the bottom-left corner of the grid.

DIRECTIONS for this section
choose a **photo service** from which to retrieve your images, and upon logging in a list of your albums will be displayed.

(you may be redirected to login, but don't worry: you'll be taken straight back to our site when you've successfully done so)

Tips For This Section ▶

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		T			
					T
	T				

	T				continue
add more	add text	rotate	spotlight	delete	

About Your Video

Visual count: **20**
 Length (est): **0:48**
 Soundtrack: **A Night In The Park**

(Your video might be shorter if you choose a short soundtrack.)

drag your images to reorder them, **delete** or **rotate** them, **spotlight** the ones you want to emphasize

hold ctrl (command if you're using a mac) to **select multiple** or double-click to **preview/edit**

or, click **add more** to add more images to your project

Tips For This Section ▶

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1. images

2. let's choose some
MUSIC

3. finalize

Choose a genre.

Top 40 / Pop



Indie Rock



Electronica



Hip Hop



Singer /
Songwriter



Peruse our collection by choosing a genre. Maybe you'll discover something you like.

Check out "Featured Tracks" to find our top picks this month from band/artist submissions.

At the end of each month, we'll add the most popular tracks to our collection.

Are you a band or artist?

[Submit your music.](#)

Preview (no file selected)



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1. images

2. let's choose some
MUSIC

3. finalize



track: *1234 (Remix)*
artist: Fake
album: Sublime Exile

play
info
select



track: *All I Need*
artist: The Brightwings
album: Stay, 2007

play
info
select



track: *Battle Song*
artist: Vaeda
album: State Of Nature, 2007

play
info
select



track: *Beautiful Freak*
artist: Dirty Children
album: Shut Off The World, 2007

play
info
select



track: *Circa 1989*
artist: Love In October
album: Pontus, The Devil, And Me

play
info
select



track: *Days*
artist: Bears
album: Days

play
info
select



Track *1234 (Remix)*
Artist Fake
Album Sublime Exile
Genre Indie Rock
Length 2:31
MySpace subexile

Preview: 100% loaded



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Info

Video title

Boarding Heaven

Video description

Best weekend ever. Let the season begin.

Your (Producer) name

Animoto Jason

Length ([learn more](#))

- Animoto Short
 Full-length video

Video cover screen



Click here to use the default.

ADD SOME DETAILS FOR YOUR VIDEO

this info will be used in the end-of-video credits

if you need to **make changes**, click on the `images` or `music` tabs to go back

3. finalize your
VIDEO

CREATE VIDEO



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Boarding Heaven

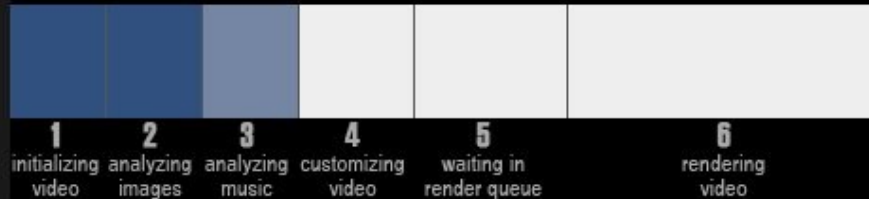
Best weekend ever. Let the season begin.

Animoto is now producing your video



This will take a little while...

Just so you know, full-length videos take longer to render so your vid could take as long as a couple hours to finish. It will still load here when it's done. ([More info.](#))



Distractions...

Calling all Photographers

Thought Animoto couldn't get any better? Check out killer new features created specifically with photographers in mind. [photography.animoto.com](#)

Harry Potter 1/2 Blood Prince

As Harry Potter begins his 6th year at Hogwarts, he begins to learn more about Lord Voldemort's dark past. [harrypotter.warnerbros.com](#)

The X-Files: I Want to Believe

The second feature film based on the TV series The X-Files, following the 1998 film. Directed by creator, Chris Carter. [xfiles.com](#)

Transporter 3

Jason Statham returns as Frank Martin, the ex-Special Forces operative who specializes in high-risk deliveries. [transporter3film.com](#)

The Fast & Furious

Vin Diesel and Paul Walker reteam for the ultimate chapter, rejoining Michelle Rodriguez and Jordana Brewster. [thefastandthefurious.com](#)



Produced by: Animoto Jason
Images/Time: tbd/tbd
Video views: 0
Artist: John Kelley
Track: A Night In The Park
Created: November 18, 2008
05:35



Video status: still producing...

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"In a word, they look nothing short of terrific."

- Jefferson Graham



"One of those start-ups that has success written all over it."

- Michael Arrington



"Supercharged videos more akin to music videos than slideshows."

- Jamin Brophy-Warren



"A vivid example of cloud computing power."

- Michael Fitzgerald



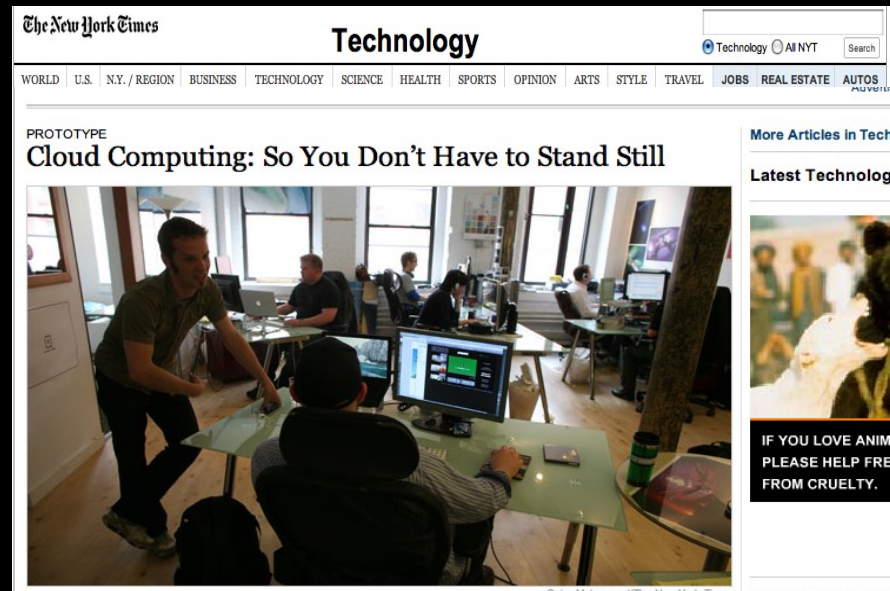
"Everyone from teachers to grandparents use Animoto."

- Peter Barnes



"It's not just any ol' video... [it's] a very compelling movie with music."

- Chris Pirillo



animoto

Hello, Stevie. My Videos | Account | Sign Out [Create Video](#)

Welcome to the end of slideshows

Get Started

You'll be making videos in less than a minute!

"A humdinger, a real winner"
— BBC Click

"Animoto rocks"
— TechCrunch

Learn More in 60 sec

View a sample video

Fast. Free. Shockingly easy.
We analyze your images. We feel your music. Then we produce a beautifully orchestrated, completely unique video piece. Fast and free to sign up.

Get Started

facebook Profile edit Friends ▾ Inbox (26) ▾ home account privacy logout

Hi Brad! Welcome to your **animoto**

create new [SPOT](#)

Search

Applications edit

- Photos
- Groups
- Events
- Slideshows
- Marketplace
- Like
- Animoto Videos
- more

Now Featuring [Your Video Collection \(14\)](#) [Videos Tagged w/ You \(9\)](#)

Avery Kickin' It Created: 07.24.08

More things to do with your :30 Spot

comments:

Brad Jefferson is writing:

What's happening...

Daniel Reginald commented on Tom's video. Jul 24

- Tom updated their Animoto video. Jul 24
- Tom updated their Animoto video. Jul 24
- Tom created a new Animoto video. Jul 24
- Tom created a new Animoto video. Jul 24
- You created a new Animoto video. Jul 24

Your Friends w/ Animoto (74)

Tom Clifton
New featuring India Classics - 20 produced 07.24.08

Jeff Jolma
New featuring He 2008 produced 07.24.08

Crawford Keys

The image shows four iPhones displaying the Animoto mobile application. The first iPhone shows the main menu with options: 'Create a video', 'Watch a sample', and 'Learn more'. The second iPhone shows a 'Custom' screen with a grid of photo thumbnails. The third iPhone shows a 'Genres' screen with 'Indie Rock' selected and a list of music tracks including 'All I Need - The Bayhorns', 'Battle Song (game.) - Vivaldi', 'Beautiful Frank - Only Children', and 'Circus 1989 - Linkin Park'. The fourth iPhone shows a video player with a man's face.

POWERED BY

ANIMOTO

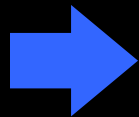


$\frac{1}{2}$ a sysadmin.

The Scaling Problem

- I. Apartment
- II. In-house
- III. Traditional host
- IV. AWS

The Scaling Problem



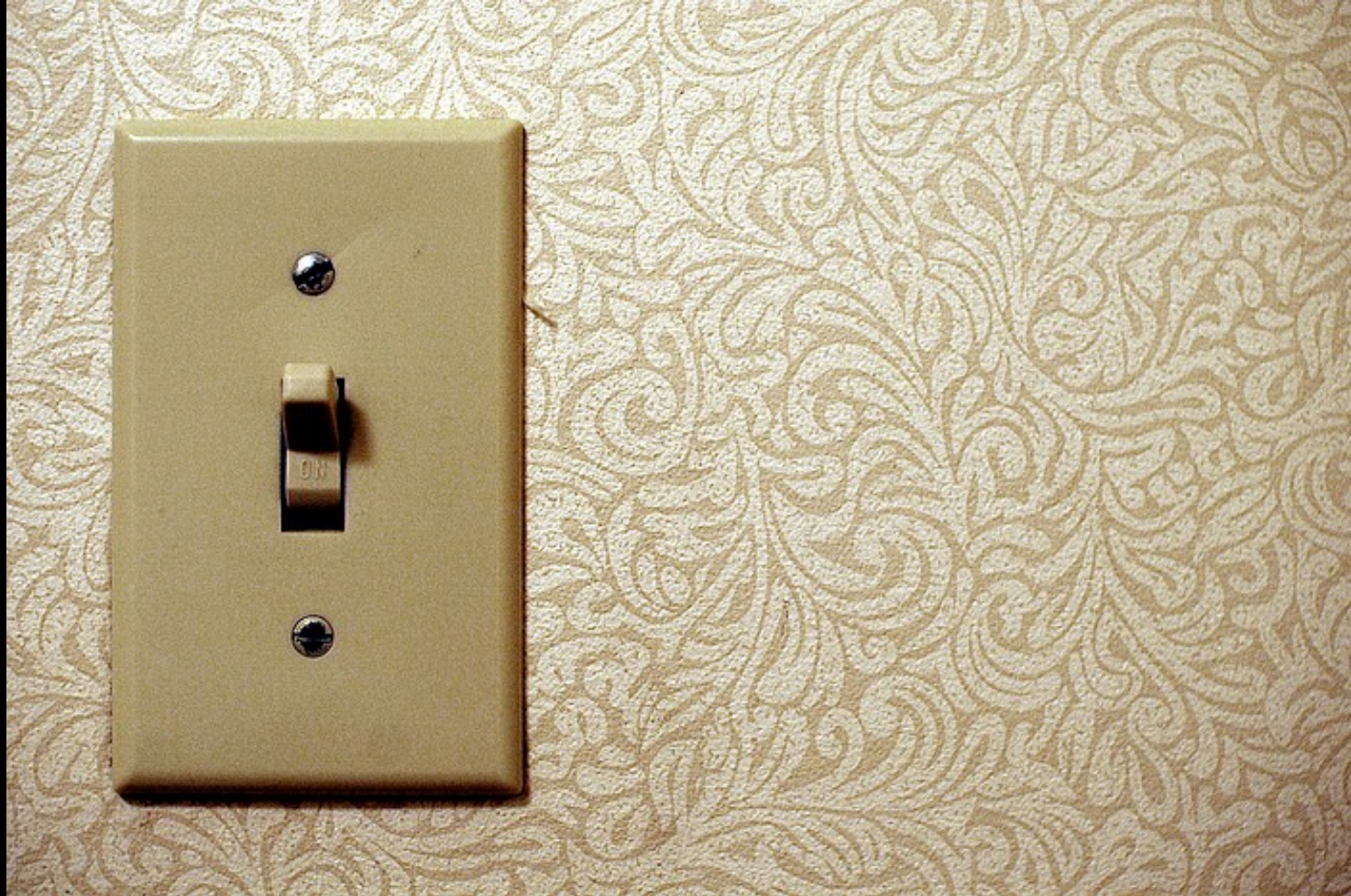
I. Apartment

II. In-house

III. Traditional host

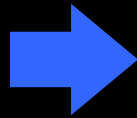
IV. AWS





The Scaling Problem

I. Apartment



II. In-house

III. Traditional Host

IV. AWS





The Scaling Problem

I. Apartment

II. In-house

 III. Traditional host

IV. AWS

- All prices are in USD.
- Setup may take up to 24 hours from date of the order.
- All CDPanel servers have a \$175 setup fee.

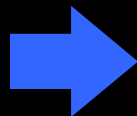
\$175 Setup
\$229 per month
[Order Now](#)

The Scaling Problem

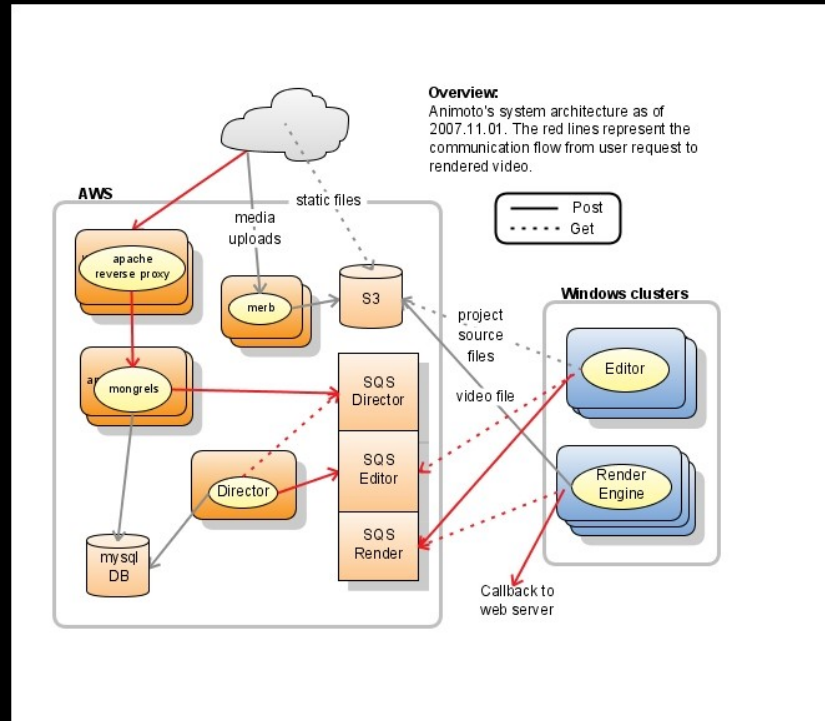
I. Apartment

II. Traditional Host

III. In-house



IV. AWS




facebook Home Profile Friends Inbox 2 Stevie Clifton Settings

My Video Collection | Videos I am Tagged in Home | Help

Animoto + Create New Video

Welcome to Animoto The End of Slideshows



Instantly turn your photos into music videos.

It's all totally automatic.

It's completely customized to the music.

No two videos are ever the same.

Earn a free full-length video credit when you register at animoto.com.

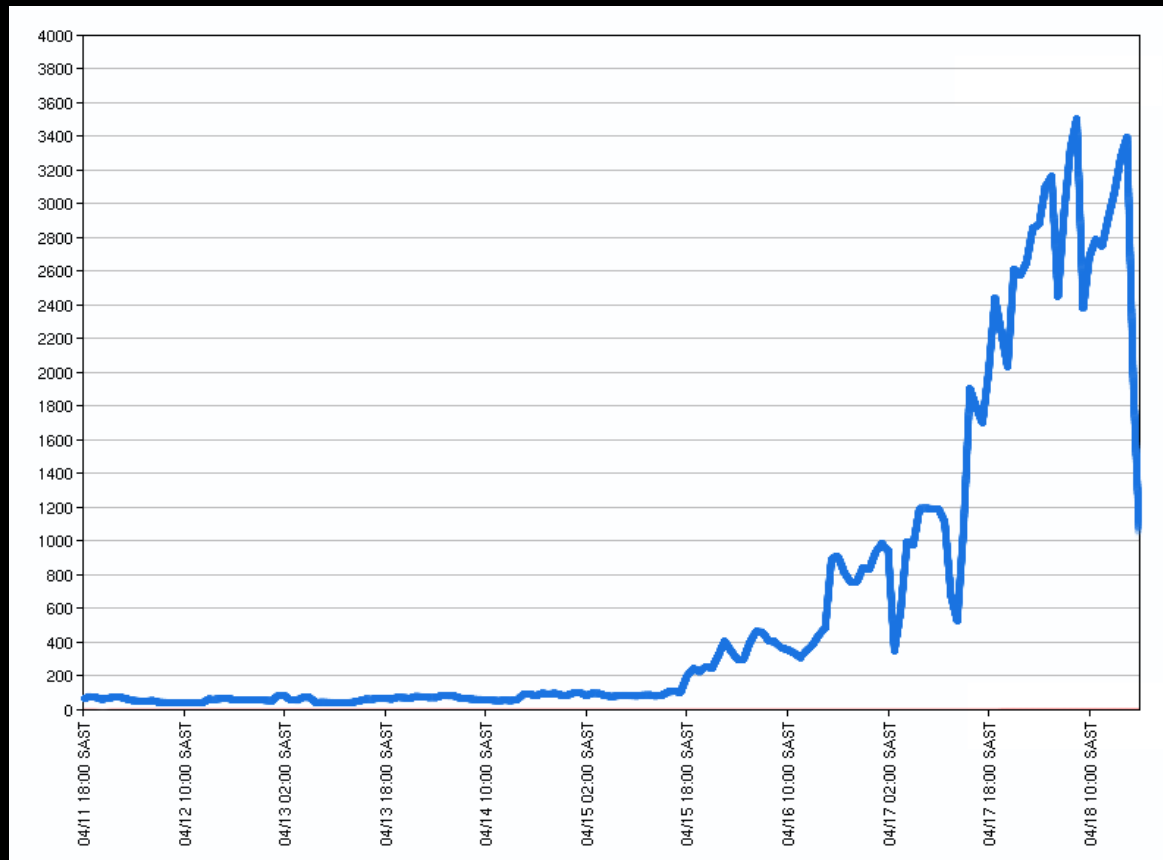
	Actions	Files
goldies	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
t Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
: Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W

now: 16 Apr [11:58]
rpm: [300.00] mpmr: [] qmpr: [0.13]
render counts: [web: 3 / fb: 147]

Title	Actions	Files
Gavin's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Janelle's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Metkel's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Matt's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Karin's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Photos Tagged With You	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Donato's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Troy's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Meghan's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Jeff's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Kait's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Erica's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Joe's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W
Austin's First Video	V/Q/√/Play	P/D/B/A, Aep/Prj, E/W

In 3 days:

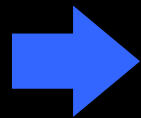
- from 30 to 3,500 servers
- from 1k to 750k users



Business Benefits

- I. CapEx Savings
- II. Human Savings
- III. Adaptability

Business Benefits

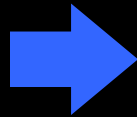


- I. CapEx Savings
- II. Human Savings
- III. Adaptability



Business Benefits

I. CapEx Savings



II. Human Savings

III. Adaptability

Benefits for Startups



Benefits for Startups

ANIMOTO

TOM →

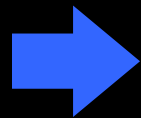


← ME

Business Benefits

- I. CapEx Savings
- II. Human Savings
-  III. Adaptability

Technical Benefits



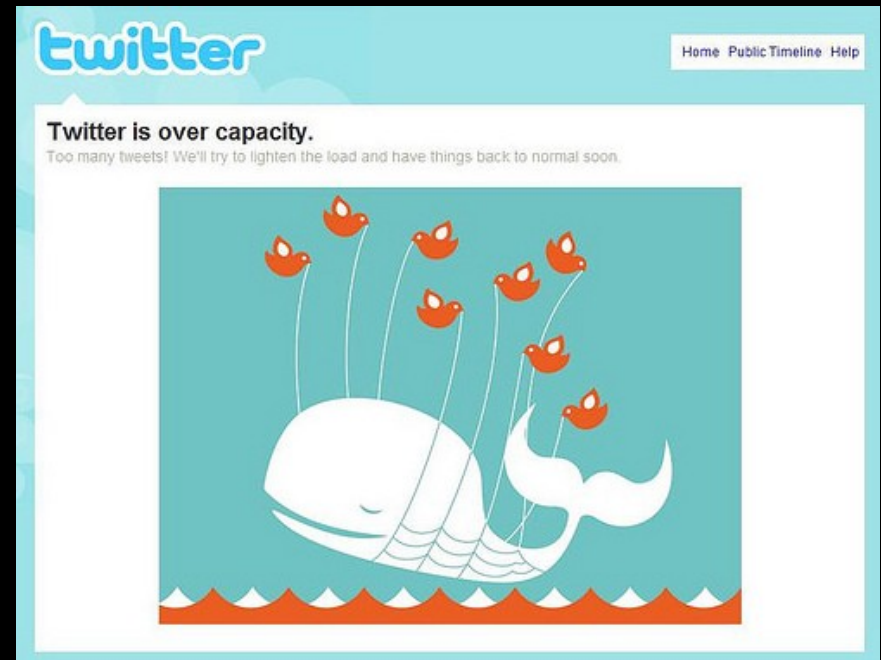
- I. **Cloud Design Patterns**
- II. **Scalability & Stability**
- III. **“Agile” Architecting**

Technical Benefits

- I. Cloud Design Patterns
-  II. Scalability & Stability
- III. “Agile” Architecting

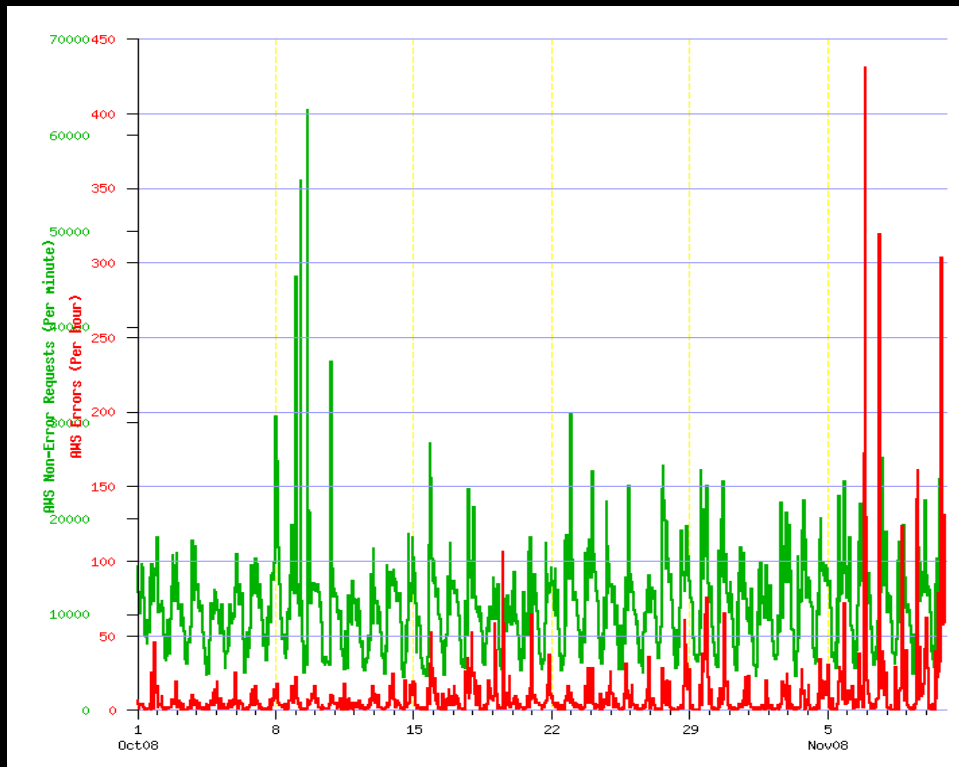
Most startups:

"We'll worry about scale later."



Crashes? Errors?

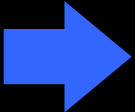
Gonna happen anyway...



Technical Benefits

- I. Cloud Design Patterns
- II. Scalability & Stability
-  III. “Agile” Architecting

“Agile” Architecting

- 
- I. Deploy Servers Daily
 - II. Stress Testing
 - III. Architecture Refactoring

Results 1 - 20 of 153202 Ec2 Instances 

	Runtime	Actions
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“Agile” Architecting

- I. Deploy Servers Daily
-  II. Stress Testing
- III. Architecture Refactoring

Tech Benefits for Startups



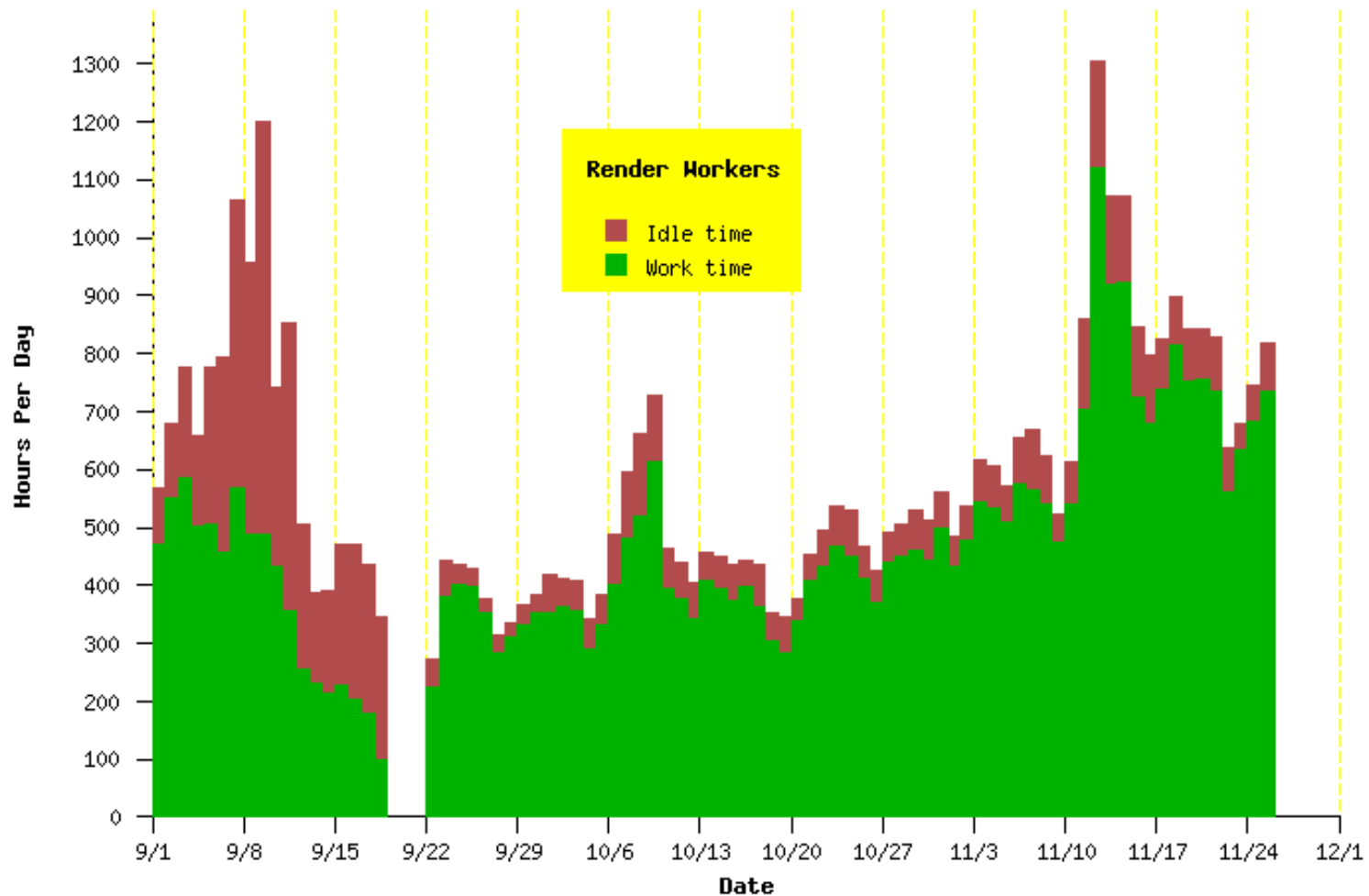
“Agile” Architecting

I. Deploy Servers Daily

II. Stress Testing

 III. Architecture Refactoring

Tech Benefits for Startups



Questions?

Stevie Clifton

Email: stevie@animoto.com