Showcasing people stories made thrillingly simple.

Capture Captain is a mobile app which allows teams to plan, direct and collect video content anywhere in the world on a mobile phone - creating the foundations for brand consistent and authentic content with professional end results.

The Challenge

After their proof of concept stage, the **Capture Captain** directors needed to take their idea from 'back-bedroom' to professional.

Their vision was extremely clear to the extent that technical capability of a supplier was equalled by that of shared values and a strong relationship.

As a start-up, it was also critical that all aspects of the brief could be delivered on the agreed budget - meaning absolute transparency and no surprises.

Part of the vision of Capture Captain was that the app needed to offer an amazing experience for the user. Knowing that people would use the product with little to no introduction or training, it needed to be intuitive but also needed to operate very smoothly and in an aesthetically pleasing way.

This meant that attention to all levels of detail was imperative. A button alone required thought and consideration - and this was before Merisis had been engaged.

The overall outcome was for a functioning app, available for Capture Captain to commercialise.
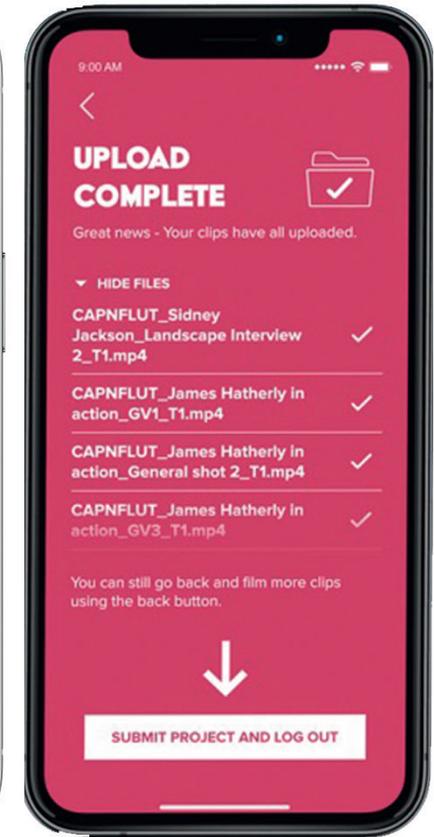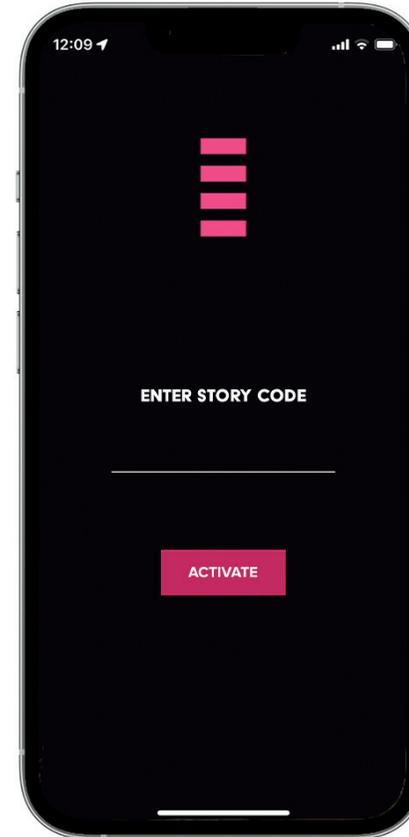
Our Approach

For Merisis, it was important to understand and appreciate the overall vision of the client. As their ideas and creative application were so defined, a lot of focus was given to helping realise not just the technical challenge, but the visual nuances too.

Although a strong brand had been created, an app hadn't been fully delivered as of yet, so ensuring the correct visual reactions and transitions - down to the last pixel - was all part of Merisis' process.

But to really deliver, Merisis needed to not only appreciate the role the app will play within someone's world - but also what problems was it trying to achieve, and how it would be used.

One of the larger challenges was that of data transfer - something which, done badly, could easily render the app useless at worst, or very frustrating at the very least.

Another key challenge, considering the tight budget, was deciding if to build iOS first, or Android. The result was a solution which could enable both platforms.

No uncertainty, zero stress

Just complete the filming tasks.

12:09

ENTER STORY CODE

ACTIVATE

9:00 AM

UPLOAD COMPLETE

Great news - Your clips have all uploaded.

▼ HIDE FILES

CAPNFLUT_Sidney Jackson_Landscape Interview 2_T1.mp4 ✓

CAPNFLUT_James Hatherly in action_GV1_T1.mp4 ✓

CAPNFLUT_James Hatherly in action_General shot 2_T1.mp4 ✓

CAPNFLUT_James Hatherly in action_GV3_T1.mp4 ✓

You can still go back and film more clips using the back button.

↓

SUBMIT PROJECT AND LOG OUT

GET IT ON Google Play

Download on the App Store

More information is available online at www.capturecaptain.app with the app being available on both Apple and Google app stores.

SOFTWARE DEVELOPMENT

MOBILE APPS

SYSTEMS INTEGRATION

WEBSITES & E-COMMERCE

A Colombian coffee farm was able to remotely capture video content which was uploaded to the Cloud, edited and a mini-documentary created.

Federico

generations and now we have about 4000 coffee trees in full production.

David Bedford Guaus
Strategic Marketing Manager, AC Drives & Servos, Inovance Technology Europe
I'm David from Inovance Technology Europe.

This company captured content at a European technology event. It was sent back to the UK, edited and a new video was on their website and social media before the event had even finished.

The Outcome

Capture Captain launches successfully and with great success - much of which is down to the tenacity and promotion of the directors - however Merisis are proud in an app which was delivered as promised, but also in building a relationship and understanding which continues to grow with new projects.

The app's use has crossed continents, joined families and enabled businesses to get video messaging to market in a fast and professional way.

"Merisis weren't an external company to us. They were the best elements of having my very own technical department to work in parallel with us."

Nico Cellabos-Jones, Managing Director, Capture Captain

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