

UwP interviews

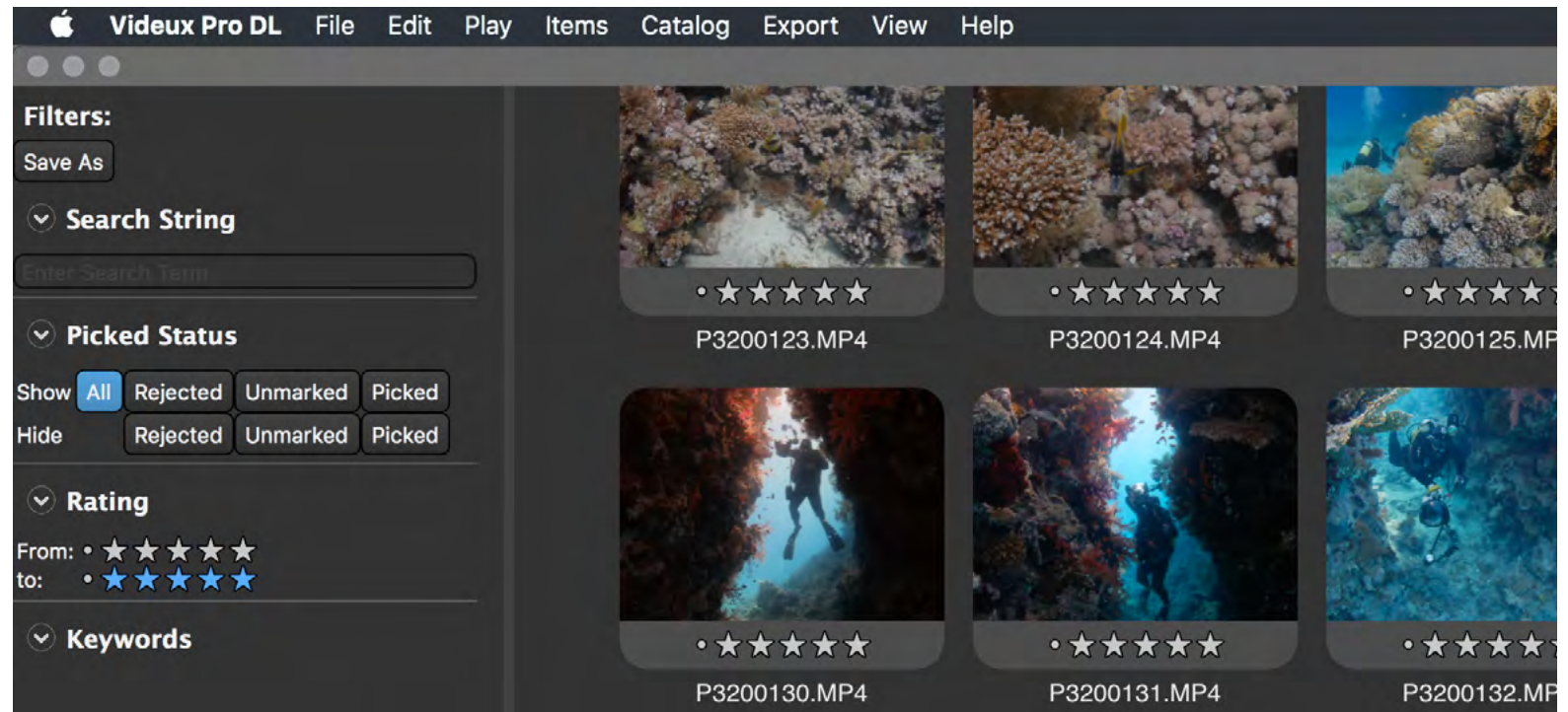
Chris Parsons about Videux

What is Videux, and who was it written for?

In short, Videux is a tool to help videographers get their video collections organized. It's also a great ingest tool, e.g. the tool that you'd take with you on a dive trip to get your daily footage imported and cleaned up. And it is a pretty slick video player.

In a lot of respects, it was written for me. I have a 20 Terabyte server at home, and it is bursting at the seams. My videos are scattered about between that server and some smaller RAID thunderbolt drives. I have a ton of great footage in there along with even more that is not so good. I've always found it painful to deal with that. The NLE's (e.g. Final Cut, Premiere Pro, Avid, Sony Vegas, etc) are not very helpful here. So I designed the program to work for me, hoping that it would also work for other people. While I have not yet gotten my own library as dialed in as I want - I've been busy making this product - I have made some real improvements, and I now have a good sense of how much duplication

I have. I recently was asked for some clips, going back a couple of years. Prior to having Videux, I would have really struggled with this, and probably would have ended up sending either way too much, or not finding what I was looking for at all. But Videux made quick work of that job, and it was actually enjoyable knowing that I sent exactly what I wanted to that client.

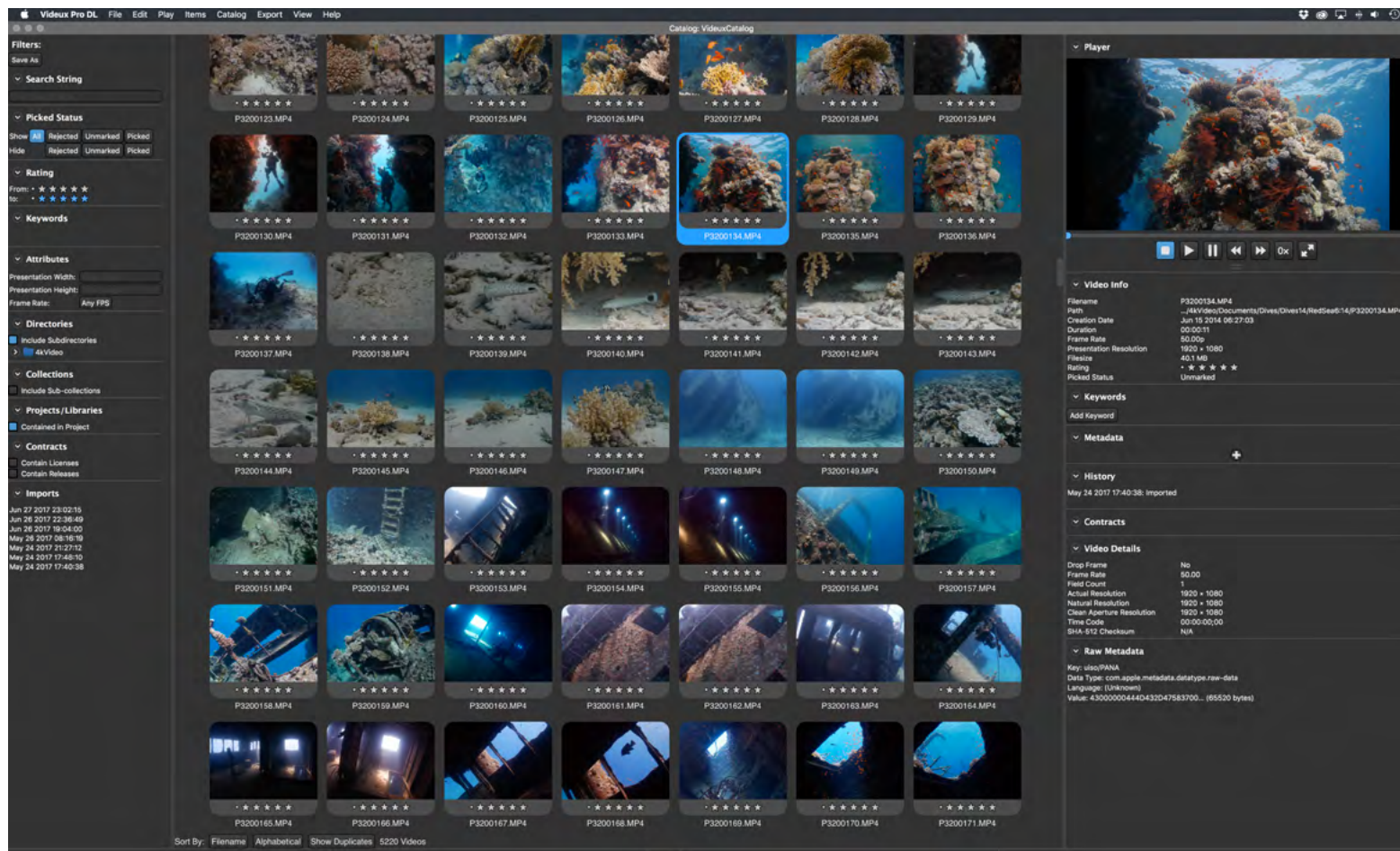


Is it fair to call it “Lightroom for Video”?

There is some truth to that, and it’s an easy way to quickly familiarize people with the idea, so it wouldn’t bother me if people thought of it that way. But I think it is inaccurate for a couple of reasons. Lightroom has a lot of photo functionality that we don’t have a parallel for, like the RAW conversion, tonal adjustments, color balance, sharpening, etc. On the other hand, Videux has features that Lightroom does not. And Videux is faster already for a comparable catalog size, and we intend to keep pushing that as far as we can. I think our filter-based user interface is more logical and easier to use. I’ve taught Lightroom classes before, and it is challenging to help people understand the Lightroom paradigm. But to the original question, yes, I see the parallel there, and if we can get even 1/50th of the success that Lightroom has had, we’ll be delighted.

The name, Videux. What does that mean and how do we pronounce it?

It’s a made up word, a portmanteau of the word “video” and the French word d’eux (meaning “of them”). If you’ve ever been to New Orleans, you’ve seen lots of “eux” or “eaux” words; it’s kind of an homage



to that city. We pronounce it like the word “video” without the “e”. i.e. Vid-Oh. I like that it is a little different but most importantly that we were able to secure the domain (videux.com).

On your email, you signed off as “Team Videux”. Who is Team Videux?

It’s a huge team of developers. Ok, not true, but don’t tell anyone that we are such a small group. There

are two primary developers, plus a little marketing and other help. One of our developers comes from the game programming world. I have been very pleased with some of the optimizations he has come up with to make the app speedy when dealing with very large numbers of videos. He has made use of his experience writing game software to use the graphics card in some cases. That is not easy. The app is built on a

very solid platform, so we expect to continue to be able to scale and improve performance even as we add a lot more features. Performance is key, and as we add features, we’ll be very careful not to let software bloat kill performance.

Do you have a programming background?

Yes, going back to computers

that are positively archaic by today's standards - e.g. I used to write analysis software for US Air Force satellites on IBM mainframes. I try to keep current; the fundamental ideas have not changed that much but the tools have gotten a lot better. I enjoy it, though not nearly as much as being underwater with a camera in my hands.

Is this the most significant piece of software to come out of the underwater photo community?

That's an interesting question, though I don't really know the answer. Clearly the most significant as far as I am concerned. I've no doubt that there are some great programmers who double as u/w photographers. One of our beta testers was a person who runs a large resource management software company. He found the beta program because he's an underwater photographer and saw our post on Wetpixel.

Videux only runs on the Mac at this point? Any plans for other platforms?

Yes, only Mac right now. It's our main focus and will be for a while. Internally, we have it running on Linux, but mostly as a core test and development platform. A Windows and/or Linux version is not out of the question, but also not at the top of our priority list. I think a more interesting option is the iPad, and I have some ideas about how to make that a much more useful way of working with clips than it is today.

I see you list more than one version. Can you

explain the different versions?

Right, Videux is available in three flavors. There are two "full" versions that include all of the features. One, which we call Videux Pro AS, is sold on the Apple App Store. The other, Videux Pro DL, is sold on our website, and has an option for a 7 day trial. The main difference between these two is that the Pro AS version has to run in the Mac "sandbox", and we had to jump through some hoops to make that work. The only thing we really haven't figured out yet is how to import Premiere Pro projects in cases where the video clips are outside the user's Movies directory. We'll figure it out at some point, but in the meantime, if Premiere Pro import is a feature you want, get the Pro DL version.

The third version is called Videux Player LT. This is a "light" version, and it is primarily a video player with a little bit of organizational chops. The user can still do picks/rejections, rate and sort videos, text search, view directories and filter by imports. For non-hard-core video collectors, I think it is a great player for about the price of a cup of coffee. Videux Play LT is available on the Apple App Store.

What is next for this project?

In the short term, we need to get our marketing amped up to keep the lights on. As we do that, we are already getting exposed to more things that our users want. We're also keen to add some bigger

Player

Video Info

Filename	P1000275.MP4
Path	/Users/4kVideo/Documents/Dives/Dives17/BlockReef_16:4/P1000275.MP4
Creation Date	Apr 16 2017 12:13:32
Duration	00:00:10
Frame Rate	25.00p
Presentation Resolution	3840 x 2160
Filesize	126.5 MB
Rating	★ ★ ★ ★ ★
Picked Status	Unmarked

Keywords

England × Homarus gammarus × Lobster × Devon Add Keyword

Metadata

Camera	Panasonic GX80	✕
Filter	GreenWater Magic	✕
Housing	Nauticam NA-CX80	✕
Lens	Pana 12-32mm + Nauticam WWL-1	✕
Lighting	Available light	✕

History

May 24 2017 17:40:38: Imported

Contracts

Video Details

Drop Frame	No
Frame Rate	25.00
Field Count	1
Actual Resolution	3840 x 2160
Natural Resolution	3840 x 2160
Clean Aperture Resolution	3840 x 2160
Time Code	00:00:00:00
SHA-512 Checksum	N/A

Raw Metadata

Key: uliso/PANA
Data Type: com.apple.metadata.datatype.raw-data
Language: (Unknown)
Value: 48001000000000780000407C... (131056 bytes)

features to open up our potential market. One example is transcoding, being able to not only transcode clips but keep track of them. As the NLE's get better, though, transcoding is becoming less important, so we will see what our customers think about it. Another example is support for RED footage. We definitely want to support it, but have work to do both on the development side (making it work) and the marketing side. There are a lot more GH4's and 5D's out there than there are RED cameras, so we need to think through how to price and market that so it makes sense for both us and our potential customers.

We have so many ideas of how to make the app better. Our intent is to continuously roll out new features as we complete them, so not waiting for a scheduled release date. A lot of what we want to add are small things that make the app easier to use. We plan to take advantage of how easy it is to roll out updates to users. As of right now, we are finishing up the 1.1 release which adds a frame accurate timecode display, and we are working on 1.2 which will add "undo" and whatever else is ready at that time.

Chris Parsons
www.videux.com



How to buy Videux

Videux Pro DL (full version) is available now for trial (7day) and purchase.

Try? Free Trial of Videux Pro DL

Ready? Buy Videux Pro DL Now

Videux Pro DL introductory pricing: £95.15

Installing Videux is easy, and is just like installing most Mac apps. Download the app (either the trial or after purchase above). Double click on the downloaded dmg to mount it, and then drag Videux Pro DL from your that folder to your application folder. The build is *code-signed* and we are a *known developer*, so you shouldn't have to do more than just ok it to run the first time.

Then just start it like any other Mac app. You'll be greeted by a short tutorial to help you get started.

System requirements: Mac running El Capitan, Sierra or later.

Videux is also available on the Apple App Store:

Videux Pro AS - The full App Store version:

[Videux Pro AS on the App Store](#)

Introductory Pricing \$99.99

Videux Play LT - The player only version, with in-app purchases

[Videux Play LT on the App Store](#)

Introductory Pricing \$4.99