

◆ THE PROBLEM

YOUR PRODUCT IS COMPLEX.

YOUR AUDIENCE DOESN'T HAVE TIME TO LEARN IT.

SaaS products are built around features, workflows and systems. Customers want to understand: What it does. Why it matters. How it works. What they should do next. One product creates multiple video requirements.

MARKETING

- Homepage videos
- Feature launches
- Product explainers
- Paid social

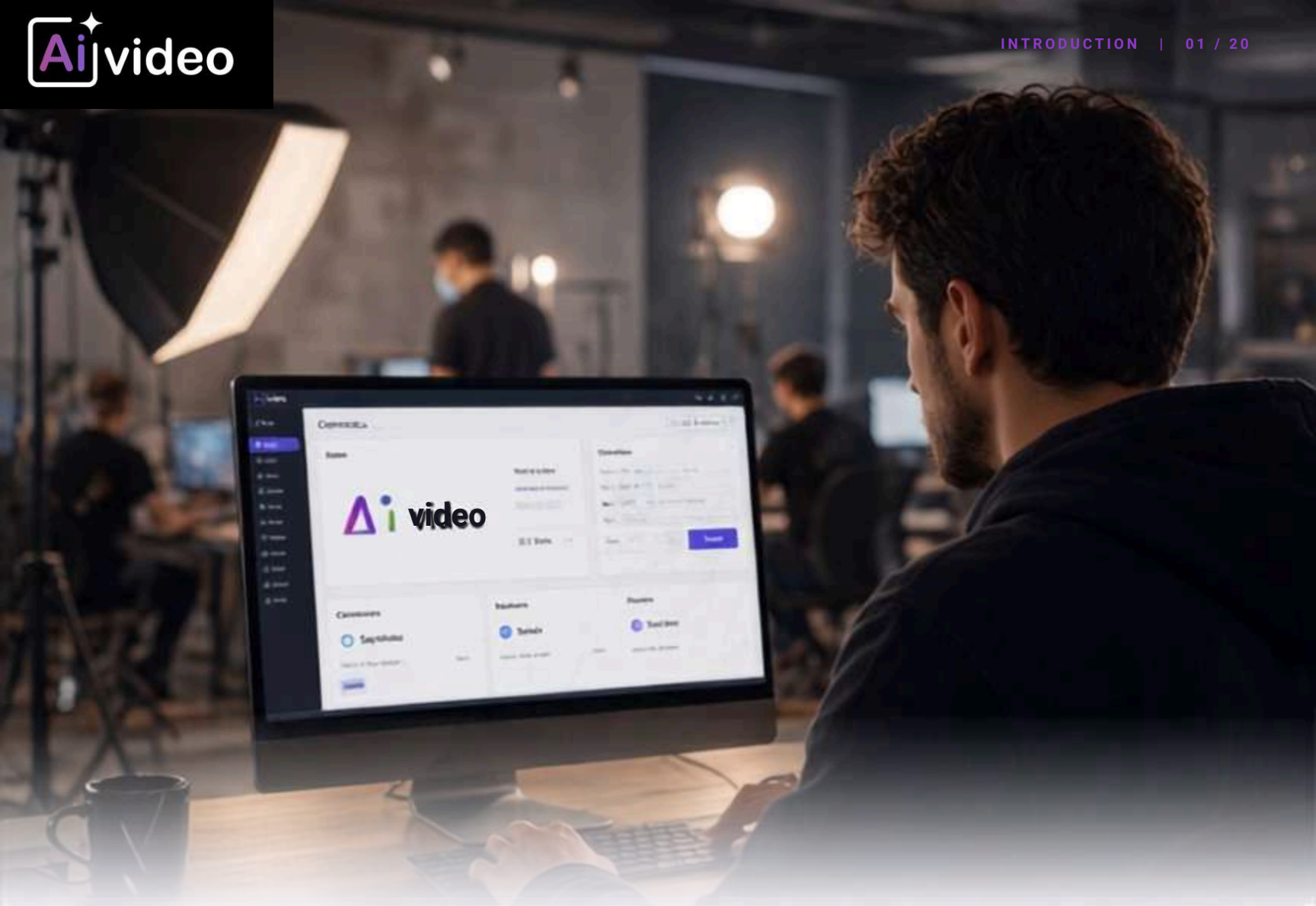
SALES

- Sales demos
- Outbound videos
- Use-case videos
- Proposal videos

CUSTOMER SUCCESS

- Onboarding
- Training
- Help content
- Feature adoption

Your product moves at software speed. Your video production should too.



◆ SAAS AND TECHNOLOGY

TURN COMPLEX SOFTWARE INTO CLEAR VIDEO.

Product demos. Explainers. Feature launches. Sales content. Onboarding. Ai|video helps SaaS and technology companies turn product knowledge into production-ready video without the traditional production cycle.

PRODUCT-FOCUSED • AI-POWERED • BUILT FOR SCALE

◆ THE PRODUCTION BOTTLENECK

EVERY PRODUCT UPDATE CAN BECOME ANOTHER PRODUCTION PROJECT.



TRADITIONAL PRODUCTION



THE RESULT.

Delayed launches. Outdated demos. Content gaps. High production overhead.
And when the product changes again, the cycle starts over.

◆ THE AIVIDEO APPROACH

YOU PROVIDE THE PRODUCT KNOWLEDGE. WE TURN IT INTO VIDEO.

YOUR TEAM PROVIDES THE SOURCE.

- Product access, documentation, screenshots, workflows.
- Value proposition, positioning, key claims.
- Logo, colors, typography, visual guidelines.
- Persona, industry, use case and pain points.



AIVIDEO PROVIDES THE SYSTEM.

- Video concept and content structure.
- Scripts, storyboards, visuals and editing.
- Screen-led product walkthrough and UI simulations.
- Professional voiceovers and AI presenter options.
- English, Arabic and multilingual adaptations.

ONE SOURCE OF TRUTH. MULTIPLE PRODUCTION-READY VIDEOS.

◆ NEW AI AUTOMATION FEATURE

ONE PRODUCT FEATURE CAN POWER AN ENTIRE VIDEO LIBRARY.

01

Feature Explainer.

60-second video.

Website / Product Page.

02

Product Demo.

90-second walkthrough.

Sales Follow-up.

03

Feature Launch.

30-second announcement.

Email / LinkedIn / Launch Campaign.

04

Sales Enablement.

Use-case-specific video.

Sales Deck / Outbound.

05

Customer Onboarding.

Step-by-step walkthrough.

LMS / Help Center.

06

Social and Ad Cutdowns.

Short-form adaptations.

Paid plus Organic Social.

One feature to multiple customer touchpoints.

◆ THE PRODUCT VIDEO ENGINE

ONE VIDEO SYSTEM ACROSS THE CUSTOMER JOURNEY.



01 EXPLAIN:
Product explainers. Feature education. Concept breakdowns.
Animated workflows.

02 DEMONSTRATE:
Product demos. UI walkthrough. Feature showcases.
How-to videos.

03 LAUNCH:
Feature announcements. Release videos. Product trailers.
Launch campaigns.

04 ENABLE:
Sales demos. Outbound videos. Persona-specific versions. Use-case
videos.

05 ONBOARD:
Customer onboarding. Training videos. Product
education. Feature adoption.

◆ BUILT FOR EVERY TEAM

ONE VIDEO PARTNER. MULTIPLE BUSINESS FUNCTIONS.



01 MARKETING AND GROWTH

- Product launches
- Feature announcements
- Landing-page videos
- Paid media
- Social content

Turn product updates into demand-generation assets.

02 SALES AND REVENUE

- Sales demos
- Outbound videos
- Industry-specific versions
- Persona-specific videos
- Proposal content

Give sales teams a clearer way to sell the product.

03 CUSTOMER SUCCESS

- Onboarding videos
- Training
- Feature education
- How-to content
- Adoption campaigns

Help customers understand and use more of the product.

◆ FROM PRODUCT KNOWLEDGE TO VIDEO

A STRUCTURED PRODUCTION SYSTEM BUILT AROUND YOUR PRODUCT.

01 INGEST:

Website, product documentation, screenshots, demo environment, feature specifications, release notes, brand guidelines.

02 STRUCTURE:

Audience, use case, messaging, narrative, CTA.

03 PRODUCE:

Script, storyboard, screen demonstrations, voiceover, visuals, editing.

04 LOCALIZE:

English / Arabic voiceover, dubbing, captions, regional versions, alternate formats.

05 DISTRIBUTE:

Website, sales, product launches, onboarding, LMS, Help Center, paid media, social.

◆ WHAT WE CREATE

VIDEO FORMATS DESIGNED AROUND THE **JOB.**



SCREEN-LED

- Product demos
- UI walkthrough
- feature tours
- workflow demonstrations
- how-to videos



AI PRESENTER-LED

- Product announcements
- executive messages
- educational content
- launch videos
- training



VISUAL EXPLAINER

- Animated explainers
- process diagrams
- product visualization
- concept breakdowns



HYBRID

- Product UI plus animation
- Screen plus presenter
- Screen plus voiceover
- Presenter plus product footage

The format follows the objective, not the other way around.



◆ UAE SAAS AND TECHNOLOGY

BUILT FOR PRODUCTS SELLING IN A MULTILINGUAL MARKET.

SaaS companies selling across the UAE need content that works across English-speaking decision makers, Arabic-speaking customers, enterprise procurement teams, sales teams, implementation teams, and end users.

English.

Arabic.

Bilingual product videos.

Localized voiceovers.

Captions and subtitles.

Persona-specific versions.

One product story. Multiple audiences.

◆ WHERE YOUR VIDEOS WORK

FROM FIRST IMPRESSION TO PRODUCT ADOPTION.



ATTRACT

- Website
- Landing pages
- LinkedIn
- Paid advertising
- Product launches.

CONVERT

- Sales presentations
- Outbound campaigns
- Product demos
- Proposal content
- Enterprise pitches.

ONBOARD

- Welcome videos
- Implementation guides
- Training
- Help Center
- LMS.

EXPAND

- Feature education
- Product updates
- Cross-sell campaigns
- Adoption videos
- Customer education.

♦ WHY AI VIDEO

TRADITIONAL PRODUCTION WASN'T DESIGNED FOR SOFTWARE.

Your product can change every week. Your video production shouldn't require a new production cycle every time it does.

01

Faster production:

Move from product information to finished content faster.

02

Lower production overhead:

Reduce dependence on traditional shoots and production logistics.

03

More content from every feature:

Repurpose one core production across multiple customer touchpoints.

04

Faster updates:

Keep product content aligned with product changes.

05

Scalable localization:

Create English, Arabic and additional versions without rebuilding everything.

06

Consistent brand communication:

Maintain the same visual and messaging system across your content library.

◆ THE BUSINESS IMPACT

VIDEO SHOULDN'T BE A ONE-TIME MARKETING ASSET.

IT SHOULD BECOME PART OF YOUR PRODUCT INFRASTRUCTURE.



MARKETING

- Launch features faster.
- Create more campaign assets.
- Improve product communication.

SALES

- Explain complex products faster.
- Support sales conversations.
- Create industry and persona variations.

CUSTOMER SUCCESS

- Accelerate onboarding.
- Reduce repetitive explanations.
- Improve feature education.

PRODUCT

- Turn release updates into usable content.
- Keep documentation more engaging.
- Support adoption of new features.

One production system. Multiple business outcomes.

◆ OUR SAAS VIDEO PACKAGES

CHOOSE THE PRODUCTION LEVEL THAT FITS YOUR GROWTH STAGE.

SAAS PRODUCT EXPLAINER

70% OFF

~~AED 1,499~~

AED 449 / VIDEO

BEST FOR:

Seed / Pre-Series A SaaS startups and teams looking to build a high-converting landing-page or feature video.

INCLUDES

- ✓ 60-90 second final video
- ✓ AI-generated screen-capture simulations
- ✓ Professional English or Arabic voiceover
- ✓ Up to 2 product UI updates

IDEAL FOR:

- Landing Pages
- Product Features
- Startup Launches
- Investor and Product Communication



◆ ENTERPRISE DEMO SUITE

THREE VIDEOS. ONE COMPLETE **PRODUCT STORY.**

Most Popular

70% OFF

~~AED 4,999~~**AED 1,499** / PACK

BEST FOR: Mid-market SaaS platforms selling to UAE enterprises across Logistics, Retail, Real Estate and other B2B sectors.

INCLUDES 3 CORE VIDEOS:

- 01 HIGH-LEVEL HOOK:** The product, the problem and why it matters.
- 02 DEEP-DIVE FEATURE DEMO:** Show how the product actually works.
- 03 IMPLEMENTATION GUIDE:** Help prospects understand the next step.

PLUS:

Full Bilingual Sync, English plus Khaliji Arabic. Custom brand-colored UI overlays.

One product. Three stages of the buying journey.



◆ CONTINUOUS ADOPTION RETAINER

KEEP YOUR PRODUCT CONTENT MOVING WITH YOUR ROADMAP.

70% OFF

AED 11,500

AED 3,450 per month

BEST FOR: Enterprise B2B SaaS platforms requiring continuous product updates, documentation and client onboarding content.

INCLUDES

- ✓ Up to 10 product videos per month.
- ✓ Dedicated Custom Executive AI Avatar.
- ✓ Real-time UI rendering updates.
- ✓ Updates aligned with software patch cycles.
- ✓ Premium API and LMS integration.

DESIGNED FOR TEAMS WHERE:

- ✓ Product updates are continuous.
- ✓ Customers need ongoing education.
- ✓ Sales teams need fresh content. Documentation needs to stay current.

Your product changes every month. Your content should too.

FROM ONE PRODUCT VIDEO TO A COMPLETE CONTENT ENGINE.

	SAAS PRODUCT EXPLAINER	Most Popular ENTERPRISE DEMO SUITE	CONTINUOUS ADOPTION
	AED-1,499	AED-4,999	AED-11,500 / month
Runtime	AED 449 Videos 1	AED 1,499 Videos 3	AED 3,450 / month Videos Up to 10 / month
Runtime	60-90 sec	Multiple formats	Variable
AI UI Simulation	Yes	Yes	Yes
Voiceover	English or Arabic	English + Khaliji Arabic	Custom
Product Updates	Up to 2 UI updates	Included within scope	Real-time updates
AI Avatar	-	-	Dedicated Executive Avatar
Localization	-	Full bilingual sync	Advanced
Integration	-	-	API + LMS

◆ HOW WE START

START WITH ONE FEATURE. THEN SCALE ACROSS YOUR PRODUCT.

GIVE US THE BRIEF:

- The product: website, demo access or product documentation.
- The audience: persona, industry and customer profile.
- The use case: what the video needs to achieve.
- The messaging: value proposition, proof points and CTA.
- Existing assets: screenshots, recordings, brand guidelines and references.



WE DELIVER THE VIDEO:

A production-ready video designed around the business objective.

EXPLAIN BETTER. SELL FASTER. ONBOARD SMARTER. KEEP CONTENT CURRENT.



◆ WHY AI VIDEO

PRODUCT KNOWLEDGE IN. BUSINESS-READY VIDEO OUT.

- 01 AI-powered production for speed and scalability.
- 02 Product-focused storytelling for complex SaaS and technology products.
- 03 Professional creative direction for content that looks built for enterprise audiences.
- 04 Localization for English, Arabic and regional audiences.
- 05 Scalable production from a single explainer to an ongoing content engine.

Not just video production. A scalable video system for your product.



YOUR PRODUCT IS ALREADY BUILT. NOW MAKE IT EASY TO UNDERSTAND.

Whether you are launching a SaaS product, introducing a new feature, selling into UAE enterprises, building a sales enablement library, improving customer onboarding, or scaling product education.

AIVideo turns product complexity into content your customers can understand.

Start with one product. End with a complete video system.

BOOK A CONSULTATION

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