

## Instagram Announces Video Functionality

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Instagram co-founder Kevin Systrom has officially announced a new video functionality to the platform.

### Overview

1. The functionality is described as "everything you love about Instagram — and it moves."
2. The video tool was designed around three core principles:
  - a. Simplicity — It needs to be easy to use and edit
  - b. Beauty — "We need to do to video what we did to photos"
  - c. Community — Instagram continues to look and work the same way when it comes to sharing and viewing content
3. Like Vine and other short-video services, video is limited. This time to 15 seconds.
4. Instagram Video is coming to iOS and Android at the same time and it will support 13 custom filters just for video. Users can edit the frames of their videos to remove certain segments of the footage.
5. Instagram is also introducing a mode called "Cinema" that acts as a way to stabilize footage.
6. Users can also choose a cover photo for their videos, which will appear in the stream as a regular photo.

