Engage audiences with attractive images and videos that are automatically optimized for both maximum visual quality and performance while reducing the cost and effort to transform and deliver digital images.

High-quality digital assets are proven to be effective in improving engagement on the web, as visitor expectations for rich web experiences continue to skyrocket. Engaged visitors mean better adoption, ad revenue, and conversion rates for online businesses. With more and more customers browsing the web over mobile devices, the imperative to serve visitors a rich, consistent experience is met with the challenge of increased diversity across the web delivery landscape.

Web performance gets bogged down by digital images and video that are too heavy, and developers are wasting too much time and effort designing or managing solutions to create all the derivative assets for their digital properties, not to mention trying to solve the puzzle of when to deliver the right version for each customer across mobile and desktop.

**Akamai Image & Video Manager**

Akamai Image & Video Manager makes image and video optimization simple. It is an easy-to-use, cloud-based solution that automatically optimizes each asset for the best combination of size, quality, and format tailored for each end user and device. It also offloads the transformation of derivative image assets to the cloud.

**Use Cases**

**Deliver High-Quality Images and Videos Without Compromising Performance**
Satisfy the demands for high-quality digital assets without compromising your page weight and load times.

**Responsive Web Design (RWD), Mobile Sites, and Apps**
Reduce the size of data payloads to improve RWD and mobile app experiences by dynamically transforming digital assets for mobile screens and networks.

**Simplify Art-Direction Challenges**
Dynamically manipulate digital images with artistic transformations from a single pristine asset to satisfy artistic requirements (autocrop based on facial recognition, rotate, watermark, resize, sharpen, trim, blur, etc.) without the need to create and store additional derivative image assets.

**Manage Device Proliferation**
Reduce the complexity to apply industry best practices in using browser-specific image and video formats.

**Eliminate Manual Processes**
Eliminate costs and complexity associated with a manual or homegrown effort to create, store, manage, and deliver derivative digital assets.

**Benefits**

Visitors are treated to digital experiences that are both beautiful and fast while your business achieves faster time to market, better customer engagement, improved operational efficiency, and reduced costs.

- Faster Time to Market
- Reduced Storage Cost
- Lighter & Faster Pages
- Quality Without Compromise

**Optimize User-Generated Content**
Gain control over how digital assets are displayed and treated when uploaded by your end users; reduce the risk of oversized images or videos slowing or blocking page downloads.

**Mobile Apps, TV Apps, and On-Screen Programming Menus**
Simplify and reduce the effort for preparing and delivering high-quality images for media and entertainment experiences on mobile devices, set-top boxes, or other web-delivered multimedia apps where quality and performance are critical to the customer experience.

**Deliver Rich, Interactive Digital Experiences**
Easily create and deliver a rich, 360° interactive experience for customers to engage with your products. Organize and publish collections of images in a slideshow or play short videos for media publications and news stories.

Visit https://developer.akamai.com/apiv2/imaging/imaging/overview.html for a full list of Image Transformations and APIs supported by Image & Video Manager.
Image Manager gives us faster time to market. Our graphics team has cut image prep time by at least 25%, and we can now offer the highest quality without fear or issues of lag on the customer side.

— Riaz Faride, Director of eCommerce, Linen Chest

**Features**

**Responsive HTML5 Media Viewer (with Media Collections)**
Simply upload digital images, group them together as a collection using an ID, and display them via a mobile-aware HTML5 interactive 360° viewer for customers to “touch and feel” your products, leading to increased customer engagement.

**Mobile and Network Aware**
Automatically resize images and videos for smaller mobile device screens so users are not over-downloading digital assets that are larger than they need to be. Image & Video Manager also delivers the best derivatives based on network conditions to accommodate high-latency mobile connections.

**Dynamic Policy-Based Artistic Transformations**
Need to apply image transformations directly at the code level? Create variant images without having to use the UI by simply changing the transformation values via query string parameters. Developers even have the flexibility to leverage any combination of transformations from a single policy.

**Auto-Convert Image & Video Formats**
Automatically detect and convert digital assets to software-specific formats to take advantage of compressions that WebP, JPEG XR, JPEG 2000, MP4 (H.265), and WebM (V9) can offer users. Animated GIFs will also be automatically converted to animated WebP for Chrome browsers.

**Perceptual Quality Algorithm**
Lighten the weight of your images while maintaining the best visual quality by intelligently calculating and applying a precise degree of compression for the maximum level of byte reduction that is imperceptible to the human eye.

**Easy and Flexible Integration**
Image & Video Manager works with any web-accessible storage location and is compatible with existing publishing and purging workflows, providing full control over your digital assets and infrastructure decisions to gain maximum benefit from your CDN solution.

**The Akamai Ecosystem**
Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Akamai Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.