

Cropper Product Overview

Product: Cropper: Video Editor

Version: 2.3.7 · **Build:** 27

Platforms: iOS (primary native Swift app), Android companion distribution

Bundle ID: `com.aftervideo.clipfeed`

Publisher: After Video Inc.

1. One-sentence summary

Cropper reframes landscape video into vertical (or square) social-ready clips by letting creators **swipe, pinch, and tap** the frame — instead of splitting a timeline into dozens of crops.

2. Problem

Wide footage (podcasts, sports broadcasts, runway, multi-cam shows) does not fit Reels / TikTok / Shorts. Typical tools force a single static vertical crop, or require splitting the clip into many segments to “jump” between faces. That is slow and visually crude.

Cropper’s answer: keep one continuous timeline; move the crop with gestures and keyframes.

3. Solution — gesture editing system

Cropper’s editing surface is a live preview with a fixed output crop window over the source video. Creators steer that window with four complementary interactions:

3.1 Finger editing (Hand tool)

Drag on the canvas to move the crop. Ideal for fine-tuning a tracked or keyframed path. Visual coaching in-product shows a hand with left/right arrows over the crop.

3.2 Swipe left / swipe right

Horizontal pans move the 9:16 (or other) window across 16:9 source — e.g. follow a runner, switch between podcast hosts, track a model walking.

3.3 Pinch to zoom in / out

Two-finger pinch changes crop zoom (clamped range, live readout such as 1.2×). Same family of interaction as the Photos app, applied to reframing rather than browsing.

3.4 Tap editing (Keyframe tool)

While playing (often at reduced speed such as 0.5×), tap the subject who should fill the frame. Each tap records a keyframe (crop center ± zoom). Between taps, Cropper interpolates using the selected transition style:

Style	Behavior
Movie	Hold, then hard cut — podcast / interview cuts
Sport	Hold, then fast snap pan — action
Smooth	Gradual glide — talking heads, fashion

Podcast storyboard flow (marketing reference):

Tap Host A → Tap Host B → Tap Guest → export a continuous vertical reel with smooth keyframes.
Tagline: *Zero time. Zero timeline.*

3.5 Track tool

Tap a person/object; on-device vision follows for automatic path generation. Mixable with hand and keyframe on the same clip.

4. Output & finishing

Capability	Detail
Aspects	9:16, 1:1, 16:9
Dual / single view modes	Single subject fill vs dual framing options in UI
Zoom & framing	Slider + nudge buttons + pinch
Speed	0.25× – 2× for precise keyframing
Trim	In / Out points

Captions	On-device speech (EN / IT / ES /), editable transcript, burn-in
Enhance	Light / Auto / Manual classical grade; optional on-device AI enhance (Real-ESRGAN)
Logo	PNG watermark position / scale / opacity
Export	Local MP4 to Photos / share sheet

Privacy posture: core processing stays on device; footage is not required to upload to Cropper servers for the edit/export loop.

5. Use cases (copyright / marketing focus)

Vertical	Gesture story
Podcasts	Tap between hosts/guests as conversation moves; Smooth or Movie transitions
TV / sports	Swipe and track the play; Sport transitions; pinch to tighten on ball / athlete
Fashion	Follow model path with hand/swipe; Smooth pans; export vertical look clips

6. Competitive contrast (from storyboard)

Old way	Cropper way
One static vertical crop	Moving crop under finger control
Split clip many times to reframe	One clip, tap / swipe / pinch keyframes
Heavy NLE timeline	Zero timeline friction

7. Monetization (as of store positioning)

- Free tier with limited exports
- **Cropper Pro** — unlimited exports, tracking, enhancement, higher output ceilings
- Lifetime / subscription offerings appear in-app (e.g. PRO LIFETIME badge in UI)

Exact store pricing should be confirmed in App Store Connect / Play Console at publish time.

8. Technical identity (v2.3.7 / 27)

Item	Value
Marketing version	2.3.7
Build	27
Display name	Cropper: Video Editor
iOS release IPA	build/ipa-2.3.7-27-20260718-151119/
Xcode archive	build/Cropper-2.3.7-27-20260718-151119.xcarchive

9. Evidence images in this pack

- Podcast tap editing storyboard
- Swipe left/right overlays on sports footage
- Pinch / zoom UI with hand tool selected
- Tools, transitions, zoom controls
- Enhance before/after
- Captions tip UI
- Vertical export result

These stills document the creative expression of the UI and the marketed gesture workflow for IP and press use.