

The Simplicity of a Photo and the Power of Video

Introducing Moment-Centric Video™

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For more than a century, capturing a moment has meant choosing between two very different tools. A *photograph* is immediate, effortless and ready to share, but freezes only one split second. *Traditional video* keeps the movement, build-up and reaction, but often leaves you with a long recording to search, trim and export later. Moment-Centric Video™ sits between them: the simplicity of a photo, with the added context and emotion of video.

The choice we have been stuck with

Recording is easy. Using what you recorded is not. After the game, ride, run or trip, the best moments are still buried inside a much longer file. Finding them means scrolling, searching, trimming, saving and often exporting. What should feel like a memory becomes homework.



Moment-Centric Video™ brings photo-like simplicity to video: capture the moment while it is fresh and keep the action around it.

The hidden homework after Stop

The pattern is familiar. You capture a goal, a great run, a clean landing, an unforgettable view or a moment you need to document. Then real life moves on. The recording stays on your phone, waiting for the evening when you finally have time to work through it.

That evening rarely comes. Highlights remain buried and unshared while full-length files consume storage and create digital clutter. Eventually, people record less, not because life has become less interesting, but because they dread the work waiting after they press Stop.



Tap after the moment



SpoiQ reaches back

The third option

Tap after it happens.

With SpoiQ, you keep recording and stay with the action. When the goal, trick, finish, discovery or decisive detail happens, you tap Highlight. SpoiQ reaches back within the ongoing recording and includes the number of seconds you selected before the tap, plus the seconds you selected after it.

The recording continues without interruption. When you press Stop, each chosen moment is already saved as a separate Highlight, ready to watch, analyze, document or share with friends, family, teammates, coaches or social media.



More living Less editing

This is more than faster editing. It removes the searching and trimming altogether. You decide what matters while the moment is still fresh, with one tap. The time you would have spent working through a long file stays available for playing, exploring, coaching, sharing or celebrating.

Keep the moments Lose the clutter

Once the important moments are preserved as standalone Highlights, you can choose to delete the lengthy background recording and keep only what matters. Your device stays lighter, your storage remains available and the strongest parts of the story are ready to use.

The best of both worlds

Photography made capturing an instant effortless. Traditional video added movement, context and emotion, but buried the best moments in post-recording work. Moment-Centric Video™ combines the simplicity of a photo with the storytelling power and quality of video.

Capture the moment. Keep the context. Skip the homework.

SpoiQ is available to download and use free on the App Store.