



Our Video Solution



Uhob's Mission

Uhob delivers standardized hotel videos that are optimized for booking channels. These so-called **Uhob Videos** enable hotels to showcase their property at its best on various booking platforms, while booking platforms can create a modern video-based search experience.

Use cases for video-based mobile and desktop view:

- Offer Page
- Hotel List
- Banner Ads
- Travel Magazine
- AI Trip Planner

How Uhob's customer and partners benefits

For Hotels

- More bookings
- Full content control across various booking channels
- Cost-effective marketing and video production

For Booking Channels

- More bookings, more traffic
- Contemporary UX
- Performative distribution
- Hotel video coverage spanning whole hotel chains and touristic regions
- Clean and verified content
- Updated hotel content
- White label solution
- Licenced music
- SEO-friendly
- Free of charge

For Videographers

- Fast and easy production
- Thousands of job opportunities
- Expansion of client network

Features

Uhob is built on three components. Enabling a next-generation hotel booking that is based on short-form videos. For an engaging and mobile-friendly user experience.



Uhob Standard for visual consistency

Guidelines, categories and a verification process that ensures reliable quality hotel videos across all booking channels.



Uhob Platform for reliable video delivery

Uhob's hosting infrastructure is tailored specifically for internet booking engines (IBEs). Enabling hotels to centralize manage their Uhob Videos across various booking channels.



Uhob Production for growing availability

Concepts and tools for hoteliers and videographers that enable effortless production of new Uhob Videos.

✓ Uhob Standard.

Clear Criteria

- 9:16 portrait mode
- 30 seconds duration
- 30 FPS framerate
- Full HD resolution
- No voiceover
- No text overlay

Checked Content

To guarantee clean content all submitted videos are checked for compliance with the Uhob Standard. Only if a video meets the criteria, it is verified as an Uhob Video.

Comparable Categories

Amenities (1 per hotel)

- Clear, simple overview
- Essential motifs: drone shot, lobby, standard room type
- Additional motifs: guest areas like restaurants, gym, pool, etc.
- Shots without people

Experience (1 per hotel)

- Creative freedom
- Motifs: activities, cuisine, details, vibe
- Shots with models who show guest klientel and express emotions

Specialities (1 per speciality)

Hotel's roof tops, spa, brunch golf course, water slides, kids area etc.

Room Types (1 per room type)

- Clear, simple room overviews
- Motifs: bed, view, furniture
- Toilet not shown



Uhob Platform. Our delivery process

1. Hotels upload their hotel videos via Uhobs online portal.
2. Uhob checks them for compliance with Uhob Standard and verifies them as an Uhob Video.
3. Uhob transcodes Uhob Videos into different resolutions and bitrates to ensure optimal quality.
4. All Uhob Videos are stored in Uhobs cloud infrastructure and can be changed by the hotels any time.
5. When a user plays an Uhob Video on a connected booking platform it is streamed directly from Uhob to the user's device.



Uhob Production. Our concepts and tools.

Simplifying video production for hoteliers and videographers with three core components.

Uhob Pro simplifies co-productions with local videographers, streamlining order management from hotel's request to delivery.

Uhob Temps is a smart template system with ready-made cut structures and curated audio for fast editing. **Uhob Friends** is the learning and community hub, empowering videographers and travel marketers with resources, skills, and industry connections.

About Uhob and its vision

Uhob is a Munich-based company founded in 2025. We verify and deliver engaging hotel videos to booking platforms, helping potential guests make better choices where they compare hotels. Uhob acts as a video platform, content distributor, and third-

party provider for the travel industry. We aim to become the video platform for the global leisure industry. Showcasing beyond hotels destinations, theme parks, cruise ships, shows, and attractions at their best. Everywhere online.

Let's get in touch and mail us to info@uhob.io

In 2026, Uhob Uhob will produce videos around 250 hotels. **We are looking for hotel chains** with properties in

- Balearic Islands
- Canary Islands
- Crete
- Turkish Riviera
- Red Sea

For the co-production, **we are looking for talented videographers** who would like to take on dozens of assignments on a long-term basis. **Every booking platform is invited** to use our API to test their integration of Uhob Videos.