Beme: Video Sharing App

What is Beme?
Beme is a video sharing app developed by Casey Neistat and Max Hazan, former vp of engineering at Tumblr.

“Nowadays people create a digital version of themselves through filters and carefully selected images in poetry and video & they lose it. It doesn’t resemble the reality of things.” — Casey Neistat

The goal of Beme is to capture the reality of people on social media. Raw, unedited images and video of people living their daily lives through the app.

Setting up your Beme account

How does Beme work?
Beme is a video sharing app that allows users to upload and share videos. It uses a unique algorithm to select the best videos based on factors such as the quality of the video, the user's previous behavior, and the video's popularity.

How to use Beme
To use Beme, you need to create an account and upload your videos. You can also follow other users and view their videos.
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“Nowadays people create a digital record of themselves through videos and carefully selected images. In reality, the opposite is true. It doesn’t necessarily capture reality of things.” - Casey Neistat

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**How does Beme work?**

[Diagram of circuit board]
**What is Beme?**

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"Nowadays people create a digital perception of themselves through filters and carefully selected images to portray a version of who they are, it doesn't resemble the reality of things" - Casey Neistat

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**How does Beme work?**

People capture video in the conventional way. Holding it up face level, hit the record button, and capture the video. The problem with this method is that people are missing out on experiencing the moment and instead living it through the lense of their cameras.

Beme uses the proximity sensor in mobile devices so that people can record a 4 second video without ever having to miss out on a moment.
How to use Beme
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Beme is just like an other social media. Download the app from the app store. Sign-up and start following!

Beme is different from other social medias. Once you record your 4 second video it automatically uploads it without any renders or edits.

If you click on a friend's video and enjoy it you tap the screen to give a reaction. You can give as many reactions as you want to a person’s Beme. A video can be only shared once so make sure you react quickly before it goes away forever! No more likes, retweets, or favorites. Just real-time reactions!
Quick facts about Beme

8 days into Beme's official launch, users shared 1.1 million 4-second videos, and sent 2.4 million photo reactions

Beme ranked No. 9 on app store for downloads after its launch

Beme was launched on July 15, 2015
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“Nowadays people make a digital version of themselves through filters and carefully selected images. It’s poetry, a version of who they are. It doesn’t necessarily tell the whole story.” - Casey Neistat

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How does Beme work?

You can find more information on how to use Beme and its features by visiting their website or support page. Beme also offers a mobile app for iOS and Android devices.