




REINVENTING WEB MEDIA COMPRESSION

 [Watch the video](#)

WHY SPEEDSIZE



Save money on
content delivery



Improve sales
of eCommerce



1-minute website
integration



Images & Videos
all web formats



65% AVG smaller
media file size



185% AVG faster
loading speed

THE PROBLEM

1 preset for 1,000,000 different images doesn't make sense
resulting in under or over-compressed images
which hurt conversions for most of eCommerce.

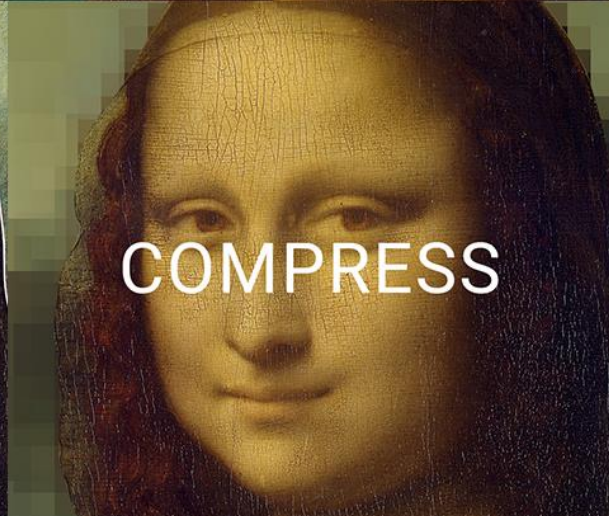
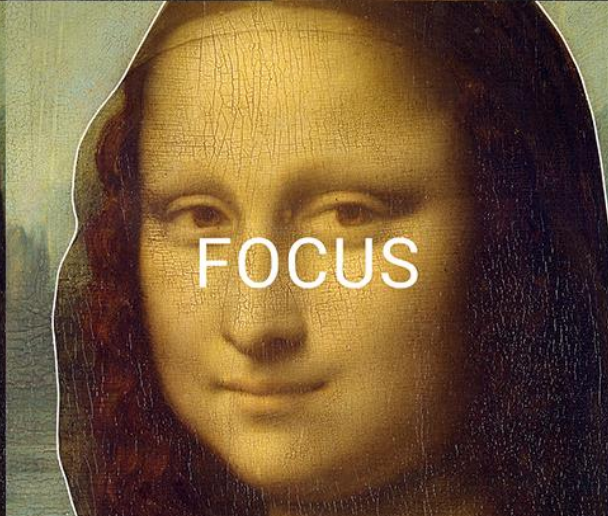
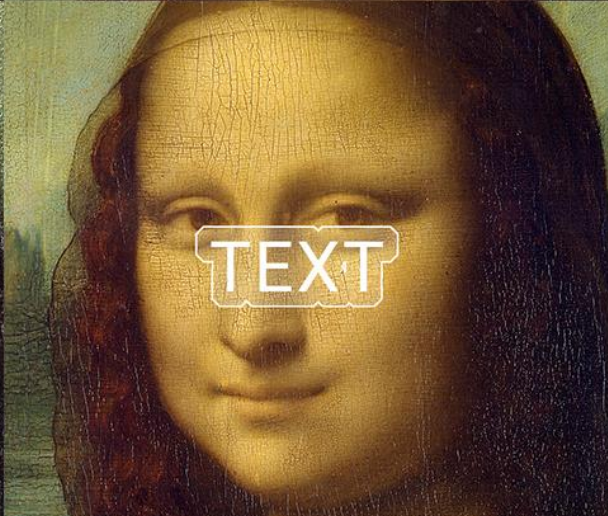
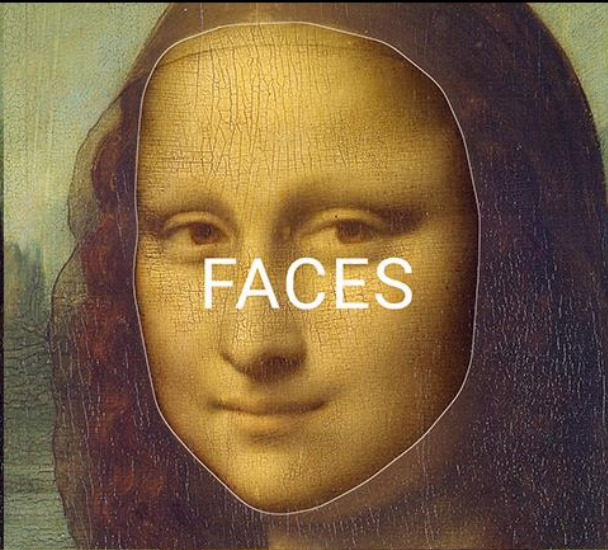
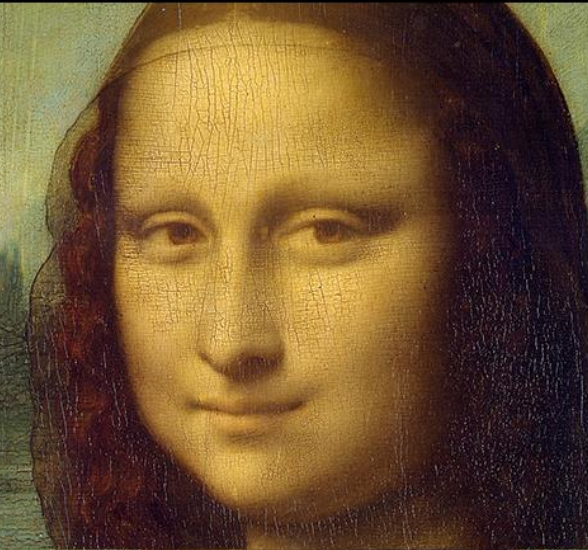
small file



large file






THE SOLUTION

Deep analysis that understands the viewers' brain visual perception



PROVEN RESULTS

BETTER THAN ANY WEB IMAGES & VIDEOS COMPRESSION

	SPEED	SIZE	RESULTS
	+ 502%	- 83.4%	SpeedSize
	+ 454%	- 82.0%	SpeedSize
	+ 156%	- 60.9%	SpeedSize
	+ 161%	- 61.5%	SpeedSize
	+ 98.6%	- 49.6%	SpeedSize

SPEED EQUALS REVENUE

Accelerating media loading speed for e-commerce



amazon.com

1 67 3

AI-COMPRESSED ORIGINAL

+511% SPEED

-83.6% SIZE



ORIGINAL

AI-COMPRESSED



-95.8%

MPEG-4
8.9 MB

AV1 HEVC VP9 MPEG-4
373 KB 416 KB 478 KB 642 KB

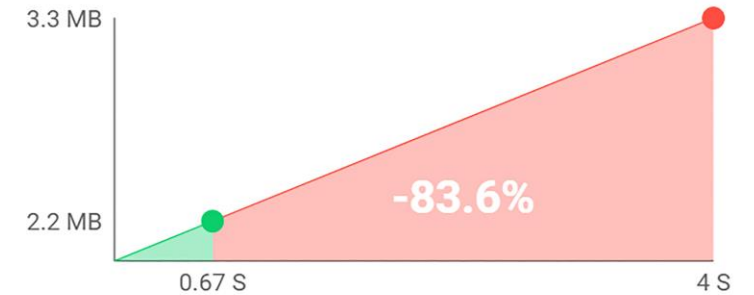


-95.2%

PNG
330 KB

WEBP JPEG PNG JPEG-XR JPEG-2K
16 KB 22 KB 22 KB 22 KB 22 KB

Media Optimization



COMPRESSION TECHNOLOGY

TECHNOLOGY

- ✓ New compression metric PSCI (PsychoVisual Compression Index)
- ✓ Understanding of visual information unlike other compression tools
- ✓ Analysis and comparison of all video frames to reach the best results
- ✓ Deep image analysis to detect the area of interest using AI
- ✓ Prioritizing details over colors based on human eye's physiology
- ✓ Compression to the smallest file size without visual quality loss
- ✓ Automatic format decision for different browsers
- ✓ Architecture based on cloud micro-services with unlimited scalability

FEATURES

- ✓ Best size to quality ratio
- ✓ Brain-like computer vision
- ✓ Website performance analysis
- ✓ All web media formats
- ✓ SaaS platform at scale
- ✓ API (beta)
- ✓ One-line integration for compression and CDN (beta)

IMAGES

- ✓ AVIF (soon)
- ✓ WEBP
- ✓ JPEG-2000
- ✓ JPEG-XR
- ✓ JPEG
- ✓ PNG
- ✓ GIF
- ✓ SVG

VIDEOS

- ✓ AVC
- ✓ HEVC
- ✓ VP9
- ✓ AV1

AKAMAI VS SPEEDSIZE

Compression case study (Akamai holds ~30% of the CDN market)

ORIGINAL IMAGE SIZE	SPEEDSIZE COMPRESSION	AKAMAI COMPRESSION	SPEEDSIZE ACCELERATION	AKAMAI ACCELERATION	SPEEDSIZE IMPROVEMENT
182KB	48KB	88KB	279%	107%	261%
128KB	36KB	74KB	256%	72%	353%
97KB	54KB	86KB	80%	13%	623%

(image below)



**Grant a few
birthday wishes**

Shop gift cards ▶

CLOUDINARY VS SPEEDSIZE

Compression case study by RmWilliams.com.au



Cloudinary

Bigger size - 89.5kb
Lost details and colors

R.M. Williams

SpeedSize

Smaller size - 66.9kb
Kept details and colors



WHY CLIENTS CHOOSE SPEEDSIZE

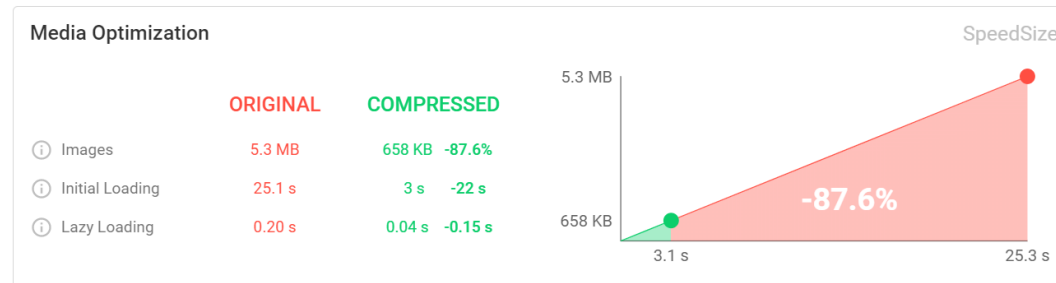
Google's PageSpeed case study by StroiliOro.com

	BEFORE	AFTER	SAVED
Google Speed Index	37.8 sec	22.6 sec	15.2 sec
Google Time to Int'	23.2 sec	12.9 sec	10.3 sec

SpeedSize Report

<https://www.stroilioro.com/orologio-solo-tempo-con-cinturino-e-cassa-in-acciaio-silver-e-rose-gold-1665828.html> Mobile

COMPRESSED	SPEED	SIZE	LOADING	DOWNLOAD FILES
27	+707.4%	-87.6%	-22.2 s	



CLIENTS TESTIMONIALS



Segway

We launched Segway e-COM website 18 months ago with SpeedSize technology. The tiny compressed high-quality auto-played videos of our products helped us gain more clicks and be unique like our products.

Yair Younger - VP Marketing



Shikun & Binui

We were excited that the loading speed of our video web pages which SpeedSize compressed, was extremely fast. It provides great value for our online campaigns.
Great service.

Revital Karari, CMO



Green Invoice

As part of upgrading our website we compressed our images using SpeedSize technology. The final result was very impressive in terms of visual quality and image size. Results which improved our customers experience.

Kineret Hauben, VP Marketing



Ofer Malls

We used SpeedSize compression for our images and videos, which could not be used on our app and website because of size. The compressed files were small while maintaining their high quality. The service was exceptional.

Lior Bousso, Head of Digital



Aeroflex / Hollandia

Thanks to SpeedSize compression technology, for the first time, we began extensively using videos on our mobile and desktop website. As a result, satisfaction of customers using our website has increased.

Rotem Sade-Cohen, H.Digital



SpeedSize

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