

Manything Pro Announces Rebrand to Videoloft

Introducing the new face, new name and new future of Manything Pro.



Oxford, Oct 8, 2019 ([IssueWire.com](https://www.issuewire.com)) - Manything, an offsite cloud storage provider, announces the business rebrand to Videoloft. The rebrand includes not only a new name but also a new logo, positioning, website, and apps. Manything, which stands for 'monitor anything', was founded in 2012 by James West and Mike Fischer. The original Manything app was launched to turn old smartphones and tablets into sophisticated home monitoring cameras.

In 2016, the company moved into the professional security industry and integrated with a range of professional CCTV cameras. We introduced the Manything Pro brand for professional CCTV installers, integrators, and dealers - allowing them to add offsite cloud video recording and remote monitoring software to their CCTV installations, whilst creating a new source of recurring revenue.

In October 2019 Manything Pro rebranded to Videoloft. The original Manything app still exists and has over 1 million registered users, but the business is completely focused on serving the professional security market with the Videoloft brand.

“The question isn’t *if* the security industry will move to the cloud; it is a matter of *when* and *at what price*,” said James West, CEO, and co-founder of Videoloft. “As Videoloft, our aim is to empower professional security installers to make offsite cloud storage the norm and utilize the cloud to add new and affordable features to legacy systems.”

For more information visit www.videoloft.com.

Media Contact

Videoloft

marketing@videoloft.com

01235827413

Unit 7, 127 Olympic Ave, Park Dr, Milton

Source : Videoloft

See on IssueWire : <https://www.issuewire.com/manything-pro-announces-rebrand-to-videoloft-1646818097875185>