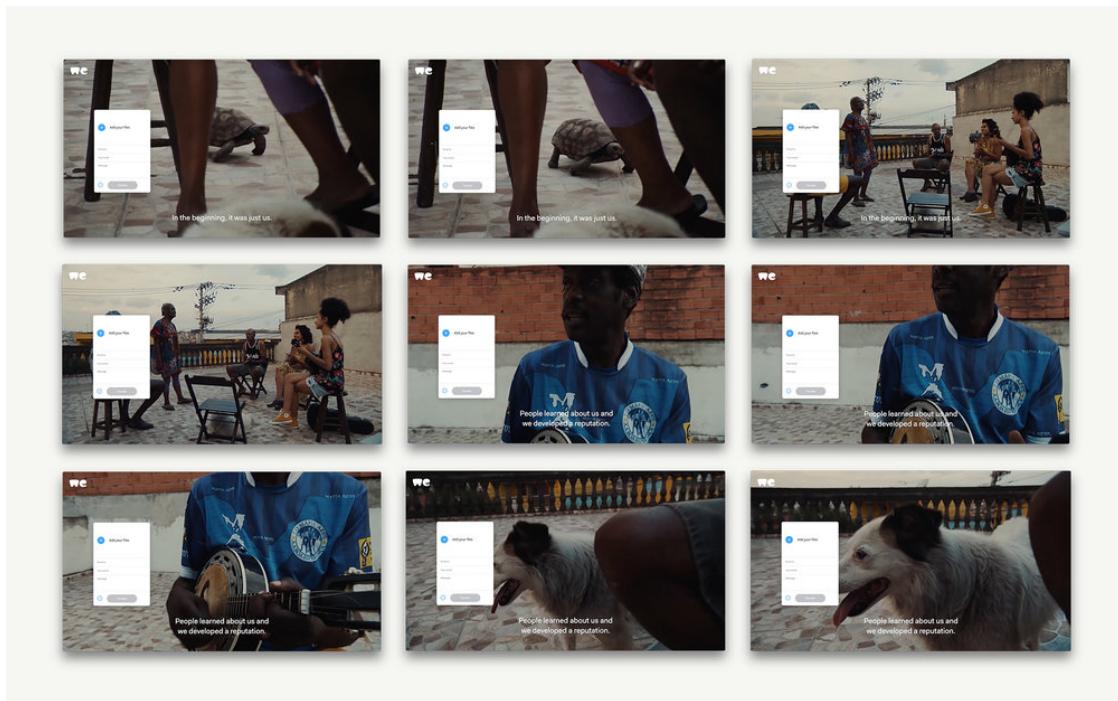




⌚ 11 July 2019, 10:55 (CEST)



Video wallpaper using the WeTransfer film 'Breaking the Circle' by Tobias Nathan.

## Video wallpapers now available to WeTransfer Plus users

Plus users of WeTransfer.com can now add custom video wallpapers to the background of their transfer page. This new and highly requested feature is the latest way for WeTransfer Plus users to personalize their WeTransfer profile with a beautiful, moving background image.

For videos to be used as wallpapers, they must be MP4 files of maximum 5MB and use a resolution of 1920 x 1080 pixels. Videos will be displayed for 30 seconds at a time; longer videos will be cut short.

Dennis Mensen, Product Manager at WeTransfer, comments:

*"A large portion of our users are videographers looking for a way to showcase their work in its original form. So we figured it was about time we did something about it. Having a background that moves, whether it's a subtle cinemagraph or an intricate animation, catches the eye. It grabs attention without being intrusive."*

For more information in video wallpapers, read the Medium piece "[Great ideas deserve to look good](#)" by Dennis Mensen, and watch the how-to video below.

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#### ABOUT WETRANSFER

WeTransfer makes tools to move ideas. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste™ (with 40,000 active teams), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 50M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing "offline" values - trust, transparency, and ethics - online. This means having a responsible data policy and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste™ and expanded its US presence to Seattle and New York City.

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